Borders Business Plan Gets a Rewrite

It Will Reopen Web Site, Give Up Most Stores Abroad, Close Many Waldenbooks

By Jeffrey A. Trachtenberg

For six years, Borders Group Inc. has pursued a distinctly unfashionable strategy: betting big on bricks and mortar while paying little attention to the online world. Now with online sales capturing an ever-increasing share of the book business, the No. 2 book retailer is reversing course.

Today, Borders plans to announce its intention to reopen its own branded e-commerce Web site in early 2008, ending an alliance with Amazon.com Inc. that had been the core of its online strategy. At the same time, it will announce it is giving up on a decade-long effort to expand its own book-superstore concept internationally and will sell or franchise most of its 73 overseas Borders stores. The company also plans to close nearly half the Waldenbooks outlets it owns throughout the U.S.

Additionally, in a move mirroring a similar venture by its larger rival, Barnes & Noble Inc., Borders plans to build a much bigger proprietary publishing operation by striking deals with Hollywood writers, celebrities and bestselling authors.

The moves are a striking change in strategy for Borders and reflect the difficult choices facing book retailers as they confront a sluggish book market and competition from discounters on and off the Web, including Amazon and warehouse chains like Costco Wholesale Corp. Because those outlets sell an array of goods in addition to books, they are able to offer books at cut-rate prices, offsetting the thin margins with fat.

Please turn to the next page
INDEX TO BUSINESSES


MARKETPLACE

Borders to Unveil Switch in Strategy

Continued from the prior page

ter profits on other goods. For Borders and Barnes & Noble, both of which revolutionized book retailing in the 1990s by building vast stores, the new competition is putting immense stress on their business. Barnes & Noble, which has long operated its own Web site, has struggled to compete with Amazon. Unwilling to compete aggressively on price, the company reported revenue at its online unit fell 11% to $433 million for the fiscal year ended Feb. 3. In recent years, such sales have been flat at about 10% of total revenue.

Borders transferred its online business to Amazon.com in 2001, shortly after it shut down the dot-com bust. Amazon was to operate a new Borders Web site, keeping all the revenue generated aside from a commission paid to Borders.

In 2001, Borders’ CEO at the time, said the decision “helps us focus on what we do best”—building more stores. Since then, Borders has increased the number of its U.S. stores to nearly 499, mostly by buying the last 290 of them in the fall of 2000, while increasing the number of overseas stores to 73 today from 22 in 2001.

But the business trends have proved Borders’ strategy wrong. While sales at U.S. bookstores have sagged—down 2.9% last year, according to preliminary estimates from the U.S. Census Bureau—online book sales have soared, note retailers in 2000 accounted for 13% of the overall book market, up from 2% in 1998, according to R.R. Bowker LLC, which tracks the book industry.

Borders has been hard hit. The retailer, which is based in Ann Arbor, Mich., warned in January that fiscal-fourth-quarter earnings would be below its previous forecast of between $1.80 and $2 a share. Borders said at the time that holiday-season sales at supermarkets open at least a year fell 1.9%, while “same-store” sales at its Waldenbooks division fell 9%. Borders will report its fourth-quarter earnings and year-end totals this morning.

As a result, George Jones, Borders’ recently named CEO, now declares online to be “a necessary component of our business.” He says that launching the business “won’t be a slam dunk” but that it will complement the company’s bricks-and-mortar stores and will enable Borders to partner with a variety of companies.

In addition, the nearly 17 million readers who participate in the Borders Rewards program will be able to earn customer benefits through online purchases, something they can’t do currently with Amazon. Also working in favor of Borders, Mr. Jones says, will be improvements in online e-commerce technology since 2000 that made it cheaper to run a Web site.

But the retailer won’t focus on providing the lowest prices on the Web, “Sales and profits are important, but they are not our only reason for wanting to be on the Web,” says Borders spokesman Anne Roman. “We intend to use our site for all kinds of benefits to our customers.” She adds that Borders will price “competitively.”

Borders was founded by two brothers, Tom and Louis Borders, in 1973. It has been a used bookstore in Ann Arbor. Eventually the store moved into new books, and that business was acquired in 1992 by Kmart Corp., which married Borders to its Waldenbooks unit. Three years later, Kmart took the two book chains public as Borders Group. Kmart is no longer a shareholder.

Waldenbooks—smaller stores operated mainly in malls—has been particularly affected by the downturn in the book market. As a result, Borders plans to close nearly half of its Waldenbooks outlets over the next 18 months. By the end of 2008, it expects to be operating only 300 Waldenbooks, down from 564 at the end of 2006.

More dramatic is the Borders decision to disengage from most of its 73 super-

Note: Includes new and used books

Source: R.R. Bowker LLC

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George Jones
24 June ‘06

Tim Huggins
Newtonville Books
296 Walnut St.
Newton MA 02460

Dear Tim--

I know this may be an antiquated form of audio--Highbridge is issuing this in CD, but hasn’t favored me with any copies yet--but just on the chance this fits into a flyfishing trip to Maclean’s country and mine, here’s a bit of listening in thanks for your bookstore event for me. Good customers, drinks after--classily done.

Everything continues to go swimmingly with The Whistling Season--it broke back onto the BookSense list nationally, it’s the #1 fiction bestseller here in the Pacific Northwest, and this weekend my wife and I fly to Canada to give a talk to booksellers up there. So, I’m a happy scribbler. Again, appreciation for the hospitality of you and your store.

Best wishes,

p.s. I’m reading at the Country Bookshelf in Bozeman at 1 p.m., July 15. Better come by and check the place out.
Join us in a Celebration of Our Ten Years October 1-9

Carla chooses a name, rents out a space, hires Barbara to manage...and they're off...

1984

Politics & Prose is born!

Herblock Wilkin McPherson Mark Shields Sympol Vail Myra MacPherson Roger Wilkins

OCTOBER 12-14
Grand Opening Celebration!
Herblock signs Through The Looking Glass
We hope that you'll join us

in this week-long tribute to our (your & our) accomplishment!

Saturday, October 1 & Sunday, October 2

We're starting our anniversary week with a 20% Off Sale

P&P's semi-annual customer appreciation sale will be held during the weekend of October 1st and 2nd. Everything in the bookstore will be 20% off. Complimentary coffee throughout the weekend.

Monday, October 3 6:30pm

David Grossman, the best known of Israel's younger generation of writers, will read from his new novel, *The Book of Essential Grammar*.

Tuesday, October 4 7:30pm

P&P is very honored that Nobel Laureate Nadine Gordimer will read from her new novel *None to Accompany Me*. In order to accommodate a larger number of people, Ms. Gordimer will read at St. Paul's Lutheran Church at Connecticut and Ellicott (across the street and one block south from Politics and Prose). Tickets will cost $10 and the proceeds will go to three organizations: The House of Ruth, Christmas in April/Sukkoth in April, and The Stephen Cogil Literacy Fund. You may pick up a ticket at the store or at the church on the night of the event. Books will be on sale at the store and at the church. Proceeds from the sale of books will also be donated.

Wednesday, October 5 7:30-9pm

Salute to Bookgroups
You are invited to attend a coffee hour with the many bookgroups that P&P works with. We hope that you will talk about your favorites—which titles have led to the best discussions, which are most memorable. P&P staff will contribute reviews of their favorites as well.

Friday, October 7 9-11pm

Coffeehouse Cabaret
Attend a gala night of cabaret songs in the coffeehouse at Politics & Prose. Tables will be shared to encourage meeting your friends and neighbors.

Saturday, October 8 7-9pm

A Tribute to Washington's Literary Community. You are invited to attend a wine & cheese party for Washington authors.

The honored guest is Faye Moskowitz who will read from her new collection, *Her Face in the Mirror*.

Sunday, October 9 1-4pm

Potluck Picnic Join us in a tent behind P&P. There will be music and children's games and a silent auction. Bring a dish to share that does not need to be heated. Help communities in need by donating a book or two. (Please bring only books in good condition and no textbooks. Children's books would be particularly welcome.) Call Gina at 364-1919 to confirm.
GENERATIONS OF WINTER (Random House, $25) is an absorbing novel by Washington’s great Russian novelist, Vassily Aksyonov. Its scope has been compared to War and Peace because Aksyonov traces the family Gradov from Lenin’s death to the end of World War II. As with War and Peace’s emphasis on the Napoleonic invasion of Russia in 1814, Aksyonov focuses on Hitler’s effort to capture Stalingrad. The three Gradov children are deeply involved in Soviet life: Nikita, a military officer, Kirill, a true-believer party operative, and Nina, a poet. It would be wrong to call this novel fun because so much of it involves the suffering of the Russian and other Soviet peoples during the Stalin period. But the novel is, as it is meant to be, interesting and entertaining. • Carla Cohen

Will Self is the best British comic writer to emerge since Martin Amis and Julian Barnes over a decade ago. Self takes J.G. Ballard as his template and explores the dark absurdity pulling beneath 1990 Britain. The six stories of THE QUANTITY THEORY OF INSANITY (Grove/Atlantic, $21) are psychological studies of modern society. Self’s London is populated by a man who meets his dead mother; a graduate student who discovers messages from his Ph.D. supervisor hidden in graffiti in public toilets; and an art therapist who is captivated by the patients in the mental ward where he works. Will Self has created a world of his own, but one which we can recognize: straightened and dreary, drab and disturbing, but filled with comic absurdity. • E. Neil Semple

The search for happiness – that’s what life is all about. People search for different things in different ways, but we are all in search of satisfaction, the subject of J. California Cooper’s newest novel, IN SEARCH OF SATISFACTION (Doubleday, $21.95). Taking place just after the Civil War, it presents two families, one of a rich white woman and one of a poor black woman who both have daughters by the same man. The theme of Good vs. Evil (God vs. Satan), and its relationship to each person’s search for happiness, is woven throughout. Written in a quick, easy to read dialect, the book is simple and insightful. • Sarah Tarlin

MR. VERTIGO (Penguin, $21.95) is Paul Auster’s surprisingly different novel. A pre-Depression St. Louis street urchin is given the power of levitation by a mysterious stranger and tours the country as Walt the Wonder Boy. With Mr. Vertigo already a bestseller in France and Germany, Auster seems to have re-synthesized many of his wide-ranging influences into a delightful package with an appeal to larger audiences. • Don Soifer

Combine Chris Buckley’s contagious wit with T. Coraghessan Boyle’s wayward sense of invention and you get something like John Rember’s outrageous CHEERLEADERS FROM GOMORRAH (Confluence, $12). Gomorrah is a mythical Idaho ski town whose occupants seek their salvation through the hilarious idiosyncrasies of American recreational decadence. Hint: Start with one of the stories in the middle. • Don Soifer

Israeli author David Grossman’s new novel, THE BOOK OF INTIMATE GRAMMAR (FSG, $22), explores the difficulty of growing up. Aron Kleinfeld is an adolescent imprisoned in a boy’s body. As friends grow and change, and his Bar Mitzvah comes and goes, Aron feels progressively more alone. This is a Cat’s Eye about boys; Grossman’s ability to inhabit and illuminate the feelings of his main characters is remarkable. Painful and poignant, yet funny and absurd, this is a rewarding read. • Sam Tarlin

IN THE LAKE OF THE WOODS (Houghton Mifflin, $21.95), Tim O’Brien’s first novel since his lauded collection, The Things They Carried, succeeds with the same journalistic style and Vietnam-War theme as his earlier works. The marriage of John and Kathy Wade, members of the Vietnam generation, dissolves under the enormous pressures John has borne due to events.

1986

P&P FAVORITE BOOKS

Deborah Tannen talks about That’s not What I Meant, her first book on conversational styles

Judy Viorst signs Necessary Losses,
in which he participated in Vietnam. Everything is threatened when, running for Senate, his buried past is slowly uncovered. While previously O'Brien wrote only about the men in the front lines, here he moves ahead in time and we see how the nightmare that was Vietnam can form cancers in the post-war marriages of our country. ■ Nell Granger

Louis De Berniere's new novel, **CORELLI'S MANDOLIN** (Random House, $24) is a heart-warming story set in World War II Greece with all the literary trappings of an epic and a libretto. De Berniere fills his story with a huge cast of wonderful characters ranging from the hero to the villain and buffoon. Realistically portraying the Italian occupation and the violence of war, this well-researched book will appeal to people of all ages. ■ Barbara Meade

**PERSISTENT RUMORS,** by Lee Langley (Milkweed Editions, $21.95), is a British novel that interweaves the narratives of two marriages in the microcosm of a colonial British outpost. A young couple emigrates to India; the son of the marriage returns to his birthplace in mid-life to try to understand his feelings of loss and abandonment in childhood. Langley is a vivid and engrossing writer, and she is psychologically astute with all the themes a reader would expect to find in this type of narrative: reconciliation with the past and an understanding of the repetition of events across generations. All this occurs within the trappings of solving the mystery of the mother’s disappearance many years before the opening of the story – a compelling work. ■ Barbara Meade

**IN THE TIME OF THE BUTTERFLIES** by Julia Alvarez (Algonquin $21.95) is heartbreakingly beautiful. Alvarez, who was born in the Dominican Republic, writes (based on an actual story) about four beautiful sisters who defied Trujillo’s grim, repressive regime in the Dominican Republic. Alvarez does a masterful job of juxtaposing the innocence of the Mirabal sisters against the evil of El Jefe’s efforts to maintain his power. ■ Carla Cohen

I am a great admirer of Lionel Davidson, an English adventure story writer whose previous books are out-of-print. His new title, **KOLYMSKY HEIGTS** (St. Martins, $22.95), opens in the quiet halls of Cambridge University and quickly changes to the woods of Canada where we are introduced to our hero, a brilliant student of languages who poses first as a Korean sailor and then as a Siberian native to penetrate a top-secret facility in the Steppes of Russia. The tale involves a frozen prehistoric hunter and classified scientific experiments. I always end up with shivers of excitement when I read Davidson. ■ Carla Cohen

Initially I was skeptical of Shari Benstock’s new biography of Edith Wharton, **NO GIFTS FROM CHANCE** (Scribner’s, $28.00): I couldn’t imagine duplicating the achievement of R.W.B. Lewis’s masterful biography written in the ’70s. However, Benstock has drawn on much biographical material that has become available since the ’70s and her study, therefore, supplements, and almost equals, Lewis’s. To read about this period now is akin to reading about a foreign land. In this stratum of a rigid society, Wharton’s only multicultural experience was instructing the Irish maids in the kitchen. Benstock succeeds in convincing the reader that to grow up and marry in this type of world was another definition of disadvantaged. Wharton spent her adult life overcoming the disadvantage of privilege through her fiction, her friendships and her love affairs while still maintaining the many advantages of those privileges. This tale combines the magic of a fairy-tale kingdom with the gussiness of a tough-minded heroine. ■ Barbara Meade

Dr. David Hilfiker, who previously maintained a family practice in a small town in Minnesota, came to Washington in 1983 to dedicate his life to poverty medicine in our inner city. I wish I could persuade everyone who has even a tangential relationship with health

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**Bookgroup** for 11 and 12 year old girls. Call P&P staffer Lisa Berk for more information, (202) 364-1919.
policy or urban planning to read his memoir, **NOT ALL OF US ARE SAINTS: A Doctor's Journey With the Poor** (Hill & Wang, $20.00). It is a detailed and compassionate account of the struggles within the Washington ghettos, by both residents and healthcare providers, to maintain some semblance of dignity within a society that has ceased to care. Dr. Hilfiker won the American Medical Writers Association award for his previous book, *Healing the Wounds*, an account of his rural practice in Minnesota, and I feel confident he'll win awards for this new book. It is compelling and important. **Barbara Meade**

Among David Sedaris's new collection of stories and essays, **BARREL FEVER** (Little Brown, $19.95), is SantaLand Diaries, an account of life as a Macy's elf during the holiday rush. Sedaris, whose attempts to remain employed in New York are regularly featured on NPR, has a merciless eye for the absurd and will make you laugh out loud, especially as Crumpet the Elf. **Mike Lester**

I read **ROOMMATES** by Max Apple (Little Brown, $19.95) in a single gulp. It's charming and moving, possessing a rare delicacy of feeling. There's also plenty of humor—not surprising for anyone who knows Max Apple's previous work. Roommates, an autobiographical work, opens with young Max at a peace rally in the late 1960's where he encounters a delightfully batty young woman whom he brings home with him. He is thwarted by his elderly roommate who orders her to leave. Thus, we are introduced to all of the main characters: young and well-meaning Max; his ninety-three year old grandfather, Rocky; and Debby, the love of Max's life. A less talented or less tactful writer might have made fun of his old grandfather or written a tear-jerker about his wife's illness and their difficulty coping. Instead, Max Apple has written a deeply sensitive story about families at their best. **Carla Cohen**

**MY OWN COUNTRY: A Doctor's Story of a Town and Its People in the Age of AIDS** (Simon & Schuster, $23) is a remarkable first book by Dr. Abraham Verghese. Verghese studied medicine in India and interned in Johnson City, Tennessee. He became a specialist in infectious disease and was in a unique position to trace the coming of AIDS to small towns in the South. What does it mean to be gay in tiny towns in the mid-south? Does family loyalty stay intact in the face of AIDS? What does it mean to be an obvious foreigner in these towns? Especially a foreigner treating a scary disease? Verghese is brutally frank about his excitement at being on the front lines at such a crucial time and the effects his absorbing interest in his work has on his marriage with his Indian bride. The subject is gripping and the writing is quite extraordinary. **Carla Cohen**

**THE JEW IN THE LOTUS** (HarperCollins, $20) is the story of Roger Kamenetz's journey with a diverse group of Jewish scholars to meet with the Dalai Lama. The Dalai Lama asked for the meeting because he was curious about the large number of American Buddhists of Jewish background. In view of China's systematic destruction of Buddhism inside Tibet, the Dalai Lama also thought he might be able to learn something from Jews about survival in the Diaspora. Through this experience, Roger Kamenetz learned about far more than an exotic religion in a faraway land: it became an intellectual and spiritual journey for him and will be for the reader as well. **Carla Cohen**

**THE TRAIL HOME** by John Daniel (Random House, $13) is a wonderful collection of essays on ecology, nature, and the society in which we live. This author writes with wit and intelligence to express his belief in a saner, more simplistic way of living. Daniel beautifully points out with lessons he has learned growing up in America, that humans are not as dominant over nature as we may think. It is a worthwhile book to read and to own. **Lori Scarpa**

**P&P Delivers**

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(800) 722-0790 fax (202) 966-7532
Books On... Computer?

Look this fall for the computer display on our sales floor to demonstrate the new multimedia products that we are now stocking. We want our customers to have the opportunity to look at and play with all the new books on CD-ROM.

As with the introduction of any new technology, we anticipate a good deal of anxiety will accompany the new multimedia world. We want to assure everyone that there is no basis for that anxiety. Both Carla and I are severely media-impaired, but we will happily fumble along beside any customer who would like our company in trying out the keyboard and together we can learn The Way Things Work.

On a deeper level, we know we are going to encounter a lot of anxiety about the implications of the revolution in technology that allows us to read a book on our laptop computer, and possibly add our own revisions to the text. You can even edit Shakespeare, add your own lines, eliminate the foul oaths, etc. Luddites argue the "fetishistic value" of books; avid readers are ecstatic because we now have the technology to fit 300,000 pages of text on a single CD.

Of our current population over 10 years of age, I don't think many will convert in their lifetime to monitored reading of fiction. Members of reading groups will still be able to bend the pages of something they want to discuss at their next meeting without fear of being laughed out of the room. On the other hand, we will see textbooks, especially science ones, always as works-in-progress, updated on possibly even a daily basis.

What you will find in our store this fall is just the first wave of much more that is to come. And nobody even knows now what and when that will be! So if you want to have some fun and join the cutting edge, we invite you to tinker with our multimedia display.

Barbara Meade

More Than Books

So you want a good book to read. You know exactly where your favorite section is at Politics and Prose because you stop in on your way home from work, or on a Saturday while running your errands, to browse what's new in biography (or maybe cooking, nature, comparative religion). Sure, you casually walk around and glimpse the covers of classics and first novels, just to see if anything in particular will catch your eye. But inevitably you find yourself drawn to that subject which you know so well.

But next time you're glancing around to see what's new in books, you should take a moment to notice all that we have to offer. Politics and Prose carries a variety of goodies to tempt you. Have you noticed the expanded selection of t-shirts? You'll find every design from huge sunflowers to the newest Kiki in 100% cotton. And what about the new posters we carry on the lower level? Beautiful prints for hanging anywhere from college dorms to kitchens. Why not relax with a CD or tape from our ever-expanding music selection of classical and jazz?

Politics and Prose grows with the times. Be on the lookout for the newest in publishing -- interactive books on CD-ROM. We will have a display station in the months to come with what's available. We also recognize the need for a more sustainable way of living. Reusing what we can and supporting an efficient, simpler lifestyle, we will soon be offering reusable travel mugs and canvas bags, both with the P&P logo.

Of course, we will also continue to carry your favorites: greeting cards, wrapping paper that is pretty enough to hang on your wall (we hang it on ours), and journals to satisfy all writing tastes. Have you seen the David and Venus refrigerator magnets with enough clothes always to be in style? How about the stack of Rainforest Crunch at the register?

We hope you will take advantage of all that we have to offer. We're more than just a place to pick up a book and a cup of coffee. We're looking to be a single-shop-stop for books, gifts, cards, t-shirts, tapes... what more could you want? How 'bout lunch?

Lori Scarpa
Coffeehouse Research!

Carla and I had the pleasure of visiting New York City last month to attend the International Fancy Food Show. It was a smorgasbord of meats, fish, cheese, pastry, candy and beverages from around the world.

The trip was successful in that we found fun items to purchase for both the bookstore and coffeehouse. Look for additions to the menu such as smoked Atlantic salmon from Perona Farms in South Jersey (to go with our bagels on weekends), fish and vegetable mousse and terrines, crackers, bagel chips, new spreads, natural fruit juices, and, yes, fresh brewed iced tea from Sportea in Englewood, Colorado, made with ginseng, vitamin C and zero calories! We love it... hope you will, too. — Aurora Imbriaco

Foreign Language Titles Are Here

Please browse our new selection of foreign language contemporary paperback fiction in the front of the store. The section is in its infant stages with primarily books in Spanish by Latin-American authors such as Julio Cortázar, José Félix Fuenmayor, and Juan Villoro. Of special interest is the new collection of stories by Mexican author Carlos Fuentes, El Naranjo, and of course Laura Esquivel’s wildly popular, Como Agua Para Chocolate. We look forward to your feedback.

El Camino: A Journey Across France & Spain

One of the major routes of Medieval pilgrimage, along with those to Rome and Jerusalem, was to Santiago de Compostela, in far northwestern Spain. By legendary account, Saint James the Apostle traveled to Iberia to proselytize and was later beheaded. Discovery of his remains, almost a millennium later, gave cause to construct a shrine, and the devout began to journey there in hopes of inspiration and enlightenment. Pilgrims would travel by foot—or for the wealthy, by horseback—from church to church, village to village, along the route known as El Camino de Santiago de Compostela.

A travel guide, perhaps the world’s first (part of the Codex Calixtinus, circa 1125) was written as the popularity of this pilgrimage increased. This early travel book was not so different from what modern tourists expect from a guide: along with the virtues and details of following El Camino, there is also mention of where to be cautious of bandits, which innkeepers watered down their wine, and the strenuous climbs to avoid.

Historical developments fashioned four official starting points for El Camino, all in France, ranging from Paris in the north to Arles in the south. The 15th century saw this pilgrimage at its peak of importance; the number of devout have dwindled steadily in subsequent years, but the pilgrimage continues to the present day.

My wife Amanda and I set out in July, 1993, from Arles on our own pilgrimage to Santiago. Although we had studied quite copiously in preparation, the journey itself was far grander than we expected. The beauty of art, architecture and nature is intertwined and ever-present on a trip through the backroads of France and Spain.

Few Americans follow El Camino; we met none in four weeks of traveling. Several recently published books, however, urge those in the New World to discover one of Europe’s glories. Joan Myers photographed her pilgrimage and collected the photos in Santiago: Saint of Two Worlds (New Mexico, $25), Off the Road: A Modern Day Walk Down the Pilgrim’s Route into Spain, by Jack Hitt (Simon & Schuster, $22) and Edward Stanton’s Road of Stars to Santiago (University of Kentucky, $24.95) are both well-written travel narratives evoking the daily life of a pilgrim, and set the context of a late 20th-century American following an ancient but eternal spiritual path. — Pierre Ruhe
How It All Began

Changing Careers

With the coming of the Reagan Administration, I left HUD where I had worked for three years as Special Assistant for the Assistant Secretary for Planning and Community Development. I tried to find a job with a community organization to continue my career as a low-income housing advocate but there weren’t a lot of jobs available in that field.

I was depressed and lonely so I founded a group with other people like me, out-of-work professionals. We called the group Work Seekers and it met once a week in members’ homes. Not only did the group assist one another in giving job leads and friends’ names, but it also helped members to try new ventures. When I announced that perhaps I’d like to open a bookstore, the group was supportive and asked each week about my progress.

I wanted to open the sort of bookstore in which I liked to spend time. If people like to shop at interesting small stores for clothing and household goods, wouldn’t they also prefer a charming bookstore? The objective was to present a thoughtful, stimulating selection of books, a staff that enjoys interacting with customers, and a comfortable store conducive to good conversation. I decided to locate the store straddling northern Washington and southern Montgomery County. I couldn’t understand why there was nothing but chains from Dupont Circle to Baltimore.

Starting P&P

I began by visiting bookstores and “book people” in Washington and holding living room meetings in my house to see what friends and relatives would say and to try to generate support. I attended the school run by the American Booksellers Association for prospective booksellers and learned about ordering books and negotiating a lease. Stephen Cogil, an experienced bookseller, was my teacher there and he has continued to be a valued advisor to Barbara and me during our 10 years in business.

I wanted to name the store something that would be a Washington-type name that people would remember. I thought Politics was a neutral name for a subject I was interested in—public affairs, history, etc.—and Prose encompassed everything else (I didn’t realize then how much work we would have to do over the years to let people know that we are a general bookstore).

I started to look for retail space: I wanted to be in the same shopping area as The Cheshire Cat, but there was no

Haynes Johnson has a huge party for his book, Sleepwalking Through History

William Least Heat-Moon Ward Just Jonathan Kozol Martin Gilbert Iran


P&P Favorite Books

Wild Swans by Jung Chang

Wartime Lies by Louis Begley

Carla Cohen plans to open a full service bookstore, specializing in public affairs and literature in the autumn of 1994. The bookstore will probably be located in Chevy Chase, DC, or in downtown Bethesda. The bookstore will offer superior service and unusual book choices; it will serve as a gathering place for people interested in reading and discussing books.

From the business plan for Politics & Prose, Spring 1994
retail space available. We liked the space at 5010 and a location expert said that it could work if we generated our own foot traffic. The money raising began. We were able to find 20 friends and relatives to lend us small amounts of money and my husband David and I refinanced our house.

Everyone said that I would never find a manager for the store from a newspaper ad. I was lucky enough to find Barbara’s letter in my mailbox first, and the rest, as they say, is history. We spent a hot summer ordering books and fixing up the space and opened in the last week of September, 1984.

Running a bookstore is the best job in the world. I love the people who work here. I love that we can hire and train young people and give them a good place to work (and health insurance). The hours, although long, are entirely flexible (good for a person who doesn’t like to get up early). I love working on this newsletter. And most of all, I love that when I’m reading a book, I can always say I’m working.

above: Barbara and Maisie Meade; Eve and Carla Cohen
below (clockwise): David McCullough signs; Mark Furstenberg, Susan Stemberg, and Aaron Cohen on moving day; Sarah and Vanessa Steck; Edith Furstenberg; Jim and Kate Lehrer with Barbara and Carla.

The “Mom and Mom” Store

“I’ll bet Bobby Haft doesn’t entertain his family in the store,” says Barbara to me as she leaves a meeting with a sales representative to join daughter-in-law Beth and granddaughter Sophie in the coffeehouse. “Why are both kids calling me for leisurely conversations today?” say I to Barbara as I rush to finish the newsletter. There’s no question that “Moms” have a different set of issues in running a business than “Dads.”

The first few months that we were open, my daughter Eve’s high school called at noon to say that she had a fever. I asked if she could stay in school for a couple of hours since there was no one else to mind the store. Eve has never let me forget it. My son Aaron was a senior in high school and Eve was a freshman when P&P opened. Barbara’s daughter Maisie was a freshman at the University of Vermont. All three of them have watched the store grow and made their contributions, sometimes working, sometimes kibitzing, but always with pride in our achievement.

They all, as well as Barbara’s older children, Charles, Alice, and Tim, have something of a sibling rivalry feeling with the store. It’s nice for Mom to have a career, but hey, what about us children? We’ve had to balance and so have they. And for that we need to thank them all for enjoying the store, for appreciating and applauding our efforts, and for sharing our mothering with our baby, Politics and Prose.
Does Fate Exist?

by Barbara Meade

If marriages are made in heaven, where are business partnerships made? A little known fact about Politics & Prose is that its partnership was initiated through the HELP WANTED ads of The Washington Post. My partner Carla had conceived of opening a bookstore that she had named Politics & Prose even before she had found a location. In talking to area booksellers and to the faculty of the American Booksellers Association Bookseller's School, she repeatedly was given the advice not to try to plunge into the book business by herself. It was then she ran the fateful ad in the HELP WANTED classified.

I had started a bookstore in the Washington area in the 70's, The Bookstalk in Potomac, took in a partner, and sold to my partner in 1980 to have a footloose West Coast period of my life. When I returned to the area in 1984, approaching my fiftieth year, the first thing I needed was a paycheck.

My first job was temping at the World Bank, which lasted three days until I was fired for being incompetent at word processing, which I was. That Sunday I read a help wanted ad for a manager of a new bookstore opening in Northwest Washington. I wrote a letter, enclosed a resume, and waited for the phone call that in my fantasies would come first thing on Tuesday morning after the recipient had opened the envelope. And it did!

Carla suggested we get together for coffee the next day at the now-defunct Mr. L's, three doors down from our old location. We met, talked, discovered we had friends in common, and before I realized it I was the manager of the soon-to-open Politics & Prose. I don't think Carla interviewed anyone else for the job; I know I never read any more classified ads.

We opened in the fall of 1984 with just the two of us and an evening part-timer. We had two phones, two phone lines, a file drawer of three by five cards to track our inventory, and a kerosene stove to heat our receiving room in the back of the store. In those early years we found we had much more in common than we initially knew: we were both the same age, both had children and a master's degree, and both were trying to find a vocation for the second half of our lives. And, of course, we both loved books.

We also discovered we were very different, and from the beginning those differences worked to our advantage; we very much complemented each other in our strengths and we compensated for each other's weaknesses. And so, in 1987, we legally joined forces in what we would affectionately call our Mom and Mom store (between us we have six children and three and a half grandchildren). From the beginning, when our children telephoned us at work, they called the wrong mom, "Mom." I am frequently called Carla and Carla is frequently called Barbara by the members of our staff, except for our manager, Ron Tucker, who addresses us simply as, "You guys."

We now have 12 phones, 6 phone lines, plus 2 fax lines and an 800 line, 11 computers, a coffeehouse, and 30 members of our staff and about 10,000 more customers. The one thing that has not changed since 1984 is Carla's and my almost constant presence in the store. We still do all the buying, help customers, recommend books, answer the phone, and try to be as helpful as we can to our floor staff. I tend to come in early in the morning, taking advantage of quiet time before we open, to review our previous day's sales for what needs to be reordered. Carla tends to come in later in the morning and then stay to host the frequent book talks that we do in the evening. Over the years we have found complementary schedules that seem to suit our personalities.

The P&P Coffeehouse opens!

P&P Favorite Books

Lenin's Tomb
by David Remnick
A Suitable Boy

Peter Kramer speaks about his book
Listening to Prozac

Julia Child draws a huge crowd of fervent admirers and signs books for over two hours
Why has our partnership flourished? Our age has worked well in our favor; both of us believe that at an earlier time we did not have the maturity that would have allowed the relationship to thrive. We seldom quarrel, though we often disagree, which is then resolved by whoever has the most persuasive argument for her position. I am an expert and experienced avoider, but I have found more than my match in Carla who is a very skilled confronter. As a result, we seldom leave issues unaddressed. Most of all, being in the book business is crucial to our relationship; whatever we may disagree on, our primary focus has always come back to our mutual love of our books.

We frequently hear from publisher’s reps who have called on us over the last ten years, “You two were really made for each other.” But were we? Did our stars cross on some astrological chart? I don’t think so. Neither of us is the same person we were 10 years ago. Rather than being made for each other, I believe that to a large degree we have made each other. As Horatius Alger was an appropriate text for the self-made man of the 20’s, the Stone Alger studies, Women’s Growth in Connection, seems to be the perfect manual for our entrepreneurial experience of the ’80s and ’90s. As we have grown our business, the demands of our increasing sales, expanding staff, and rising customer expectations have pushed us to grow personally and professionally at a rate that would keep ahead of our business growth. In the synergy we have been able to create, we each have contributed to, molded, and fostered the other’s growth over the past decade; and for me at least, it is hard to imagine, as I approach 60, what I would be like without Carla’s input into what is now “me.”

* Carla Cohen

Special Thanks

Barbara and I would like to thank our loyal customers who have supported us from the beginning, not only by buying books and attending events, but also with your continued interest in our well being.

We also appreciate the wonderful staff that has worked with us over the years. You have made it fun for us. We think about you with fondness.

Behind every great woman there is a great man and Ron Tucker does double duty. Starting with us in 1988 with no bookstore experience, Ron taught himself the book business from bottom to top and has been an indispensable addition to our duo.

We want to thank my parents Edith and Frank Furstenberg, who have been helpful whenever we needed it. They have supported the store not only financially, but also with enthusiasm.

Most of all, we need to thank David, my husband, without whom there would be no Politics and Prose. Not only did he make the initial investment in the store, but more important than money is the delight he has taken in the store during all of its stages.

* Carla Cohen
**FIMA,** by Amos Oz (Harcourt Brace, $11.95): Fima is a man who cannot pull his life together. His relationships with his friends and former wife are full of ambiguity. He’s an Israeli Walter Mitty, he fantasizes bringing peace to Israel by his strong leadership. Meanwhile he cannot decide whether or not to kill a cockroach. Oz opens a window on contemporary Israel through his amusing book.

**REGENERATION,** by Pat Barker (Plume, $10; 250 pp.): What does it mean to be well? This story, based on historic facts, tells of Siegfried Sassoon, a poet and decorated soldier, who wrote a letter to Parliament in 1917 asking that an end to the First World War be negotiated. Instead of being prosecuted for treason, Sassoon was sent to a mental institution “to be straightened out” and sent back to the front.

**FOOLS OF FORTUNE,** by William Trevor (Penguin, $9.95): In an unusually “political” book, this great writer describes the brutalities committed by both nations, England and Ireland, in his sad history of the Quinton family of Kilneagh where love is sacrificed to duty.

**CITY OF MANY DAYS,** by Shulamith Hareven (Mercury, $11.95): The protagonist is the city of Jerusalem in its thirty years just preceding the founding of the state of Israel. Through the eyes of Sara Amirillo, a nurse, the reader sees that Arabs and Jews, who once warmly coexisted, are divided by violence as more Jews come to Jerusalem.

**JASMINE,** by Bharati Mukherjee (Ballantine, $5.99, 214 pp.): Though the story opens in the monotonous and homogenous Elsa County, Iowa, Indian narrator Jasmine slowly discloses the unlikely path of violence and running that has led her there. With beautifully written prose, Mukherjee unravels Jasmine’s complex search for truth and self.

**SO LONG A LETTER,** by Mariama Bâ (Heinemann, $8.95; 89 pp.): A pioneer of women’s rights, Senegalese Bâ’s “commitment to eradicating inequalities between men and women in Africa led her to write So Long a Letter,” according to the introduction. With beautiful imagery and intense emotion, this short work explores Senegalese society and the humiliating tradition of polygamy in the context of a letter from recently widowed schoolteacher Ramatoulaye to her old friend Aissatou.

**BLACK DOGS,** by Ian McEwan (Bantam, $7.95; 160 pp.): This is a reflective book about the juxtaposition of private and public selves. Jeremy’s need to understand himself drives him to probe the tempestuous relationship between his parents-in-law. The history of their marriage of opposites is set against the terrible tragedies of our time. A small, provocative book.

**THE NINE GUARDIANS,** by Rosario Castellanos (Readers International, $11.95, 272 pp.): This is an urgent, magical novel, written by a Mexican woman novelist and narrated by a young girl. Forces of twentieth-century change come to act in the remote hill country of 1930’s Chiapas, irrevocably altering the vivid details of a charming way of life.

**ANOTHER COUNTRY,** by James Baldwin (Random House, $12; 436pp.): In this masterpiece, James Baldwin proves his ability to write terrifically about everything and everyone. The primarily white cast of characters have one thing in common: friendship with young African-American Rufus who mysteriously commits suicide. What follows is an insightful discussion on race, love, sexuality and the struggle to “be” in American society.

*This section by Carla Cohen, Sam Tarlin, and Don Soifer*
ABA '94

This past Memorial Day Weekend, P&P manager Ron Tucker, assistant managers Nell Granger, Julie Kurland, and Sam Tarlin, and I flew to Los Angeles for the annual American Booksellers Convention commonly known as the ABA. For the first time in the ten years of Politics & Prose, on Doctor’s orders, my partner Carla was left behind with a torn Achille’s tendon and a cast up to her knee. We wanted to share with our customers some of the flavor of this extravaganza. Some 2500 publishers exhibited their books, which is the primary focus of ABA. There are also myriad forums and panels to aid our “continuing education.” And finally there are loads of parties to give us ample opportunity to hone our social skills. Each of us has written about the ABA from a different perspective which I hope will convey the richness of this experience. — Barbara Meade

Convention Emphasizes “Multimedia”

What is “multimedia”? One of my ABA assignments was to investigate the “new” technology. “Multimedia” was the topic of everyone’s conversations, but what exactly is it? In this context, it refers to a PC conveying information by CD-ROM not only in text on the screen, but also in photos, video, and sound. WOW! Yes, all at once! The information is read off a compact disc that looks just like a disc you would put into your stereo CD player, the only difference is that it “plays” data instead of music. Each disc can hold an incredible amount of information. For instance the CD-ROM version of The Way Things Work (Dorling Kindersley), has 70,000 words, more than 1000 illustrations, 1500 screens and pop-up windows, 20 “movies,” and one hour of audio.

Random House and Voyager were other vendors that devoted space and computer monitors to multimedia products. The Random House titles on display were for children, with animated, picture-book style stories with “buttons” or “hot spots” on the screen that can be triggered to make things move in the picture. These will appeal to the youngsters who can get a story read to them by the computer and “click” on the pictures to make characters or objects move or play an audio recording.

Voyager displayed more sophisticated CD-ROMs for adults. They have taken advantage of the flexibility of multimedia and combined several references in one package. Thus, the CD-ROM title, Stephen Jay Gould On Evolution, includes a 60-minute lecture by Mr. Gould and the text of three books, Bully for Brontosaurus, The Voyage of the Beagle and The Origin of the Species. This enables the “listener” or “watcher” to explore those texts in relation to the lecture. Another exciting title is Art Spiegelman’s Maus, in which you hear interviews with Art’s father and hear the author talk about his work.

There are still quirks that the industry must work to overcome. Nevertheless, books on CD-ROM are entertaining and can be educational; my seven-year-old buddy and I, exploring an encyclopedia on disc, watched a giraffe being born the other day. — Julie Kurland

Schmoozing Through LA on the “A” List

I am standing beside a shady poolside at the Chateau Marmont on Sunset Boulevard in L.A., early Sunday evening, my third day at ABA, and chatting with Pulitzer Prize-winning author Annie Proulx at a party hosted by Grove/Atlantic Press. Across the pool I see Michael York, Brian DePalma, and Sydney Pollack. P&P manager Ron Tucker, my escort for the evening, keeps reminding me that we have miles to go before we sleep; We plan to drive out to Malibu to a lavish party hosted by Oxford University Press at the Getty Museum, and from there we will meet up with the others in our group at a Motown party. How can I handle all this glitterati, why am I here? I’m here, quite simply, because I’m on the “A” list. Later I will read in Publishers Weekly that here at the “infamous Chateau Marmont was the place to be and be seen on Sunday night.”

It hasn’t always been that way. At my first ABA convention in 1979, also in L.A., as the owner of a small bookstore in the Washington suburbs, not only was I on nobody’s list, I wasn’t even aware that there were literary ladders to be climbed.

By 1991 when ABA convened in New York, the number of invitations was getting noticeably larger. Carla and I were invited to cocktail parties for Norman Mailer, Gloria Steinem, and Dan Rather, but these were mostly Jacksonian-style affairs with hundreds of booksellers milling about, scrounging for free drinks and hors d’oeuvres, so at best they could only qualify for a “B” rating. Finally, at ABA in Miami Beach in 1993, with piles of invitations, including sit-downs at lunch with Peter Kramer and dinner with Margaret Thatcher, we knew we had finally made it to the top; we were on the “A” list.

continued
Schmoozing cont’d

Back to Sunday night. Ron and I have left the Getty Museum to meet up with Nell, Sam, and Julie, plus my daughter Maisie who has now joined our group, for a Motown party at the St. James Club on Sunset Boulevard. It’s nearly midnight and I have been going with no respite since an eight o’clock breakfast featuring Pat Conroy, Mary Matalin, and James Carville. This evening the honored guests are Motown president Barry Gordy, for his new memoir, and singer Smokey Robinson, the first to record on the Motown label, and I have no idea what they look like. Smokey Robinson is on stage, his eyes affixed to the gleaming Barry Gordy who is rocking, huddled and blushing, next to Nell (also huddled and blushing). Sam tells me later about his handshake and very brief conversation with the famous singer.

Again I ask myself, why am I here? Because I’m on the “A” list no longer satisfies me as an answer (though it’s fun to be a list-climber). There are so many books we love that have nothing to do with all this hype, and there are so many books that are hyped that we have little interest in. After four days in the social swim, on our last night in L.A., the six of us decide to can all our invitations, we’d rather drive at a leisurely pace out to Santa Monica and spend a quiet evening talking among ourselves over dinner, about books. And now we’ve made it to the top, we’re on the best list of all, our own P&P list. ■ Barbara Meade

Why Write “Literature of the Rebellion”?

While most of the convention centered on New York publishers and their “big” authors, in a small room, beneath bright lights, I was lucky enough to witness a piece of Los Angeles. Luis Rodriguez, Ruben Martinez, Leslie Marmon Silko, Nelson Peery, Michael Warr, Mike Davis, and Wanda Coleman, most of whom are from the L.A. area, had come together to discuss “Literature of the Rebellion.”

Nelson Peery, author of Black Fire (Free Press, $22.95) was the most impressive to hear speak. His gentle voice conveyed the wisdom of experience and the power of conviction.

Eighteen years old at the start of WWII, he volunteered for the army. Yet as an African American, he realized that he had more to fight against here at home than in Europe. In the fifty years since the end of the war he has fought “the revolution” at the grassroots level, expressing, foremost, the importance of education.

By the time the panelists finished speaking, I was overwhelmed and still not sure what it means to write “Literature of the Rebellion.” It is about voices that need to be heard and about hearing other people’s voices. It is about continuing to speak even when it seems that no one is listening. And for the bookseller, it is about bringing these voices to the public’s attention. ■ Sam Tarlin

Read Deeply,
But Also Widely

At this year’s ABA, Harcourt Brace publishing house held a dinner in honor of novelist Paul Monette, and P&P’s Sam Tarlin, Julie Kurland and I attended. Mr. Monette won the 1992 National Book Award for his memoir Becoming a Man (HarperCollins, $12). Since contracting the HIV virus he has written mostly nonfiction about being gay and living with HIV in America today. His current work is Last Watch of the Night (Harcourt Brace, $21.95).

We arrived, perhaps underdressed, a little early and not knowing what to expect. I had never read any of Mr. Monette’s works. Would it interest me, I had wondered—no one had ever recommended him directly to me though I knew he was well-respected.

We were lucky, it turned out, to arrive early. He arrived soon after we did, coming to directly where I stood and engaging me in immediate conversation. I was struck and moved by his personal anecdotes: he had been in bed for two months, he told me, and had not been sure that he would be able to make it this evening. He commented matter-of-factly that people worried about touching and hugging his frail-looking body. This point was made more clear to me when his friend produced a picture of Paul Monette four years ago, healthy, handsome, and much younger-looking.

Monette speaks directly but also eloquently, and employs his own disarming, morbid humor to cap off his statements. These traits shined during his after-dinner speech, and later I discovered the same poignant mixture of humor and sadness, of celebration and pain, while reading Last Watch. He writes as he speaks: with unusual erudition, humor and dignity.

I wonder, now, how many authors I would read if I had the good fortune of meeting them. Whether writing about his dog, Puck, who has outlived two owners just as Mr. Monette has outlived two lovers, or the pain of his illness, his phrases carry a beauty and urgency that linger on and on. Mr. Monette will be remembered in American History for what he has to say about AIDS in America, due to his eloquence and the sharpness and passion he employs in delivering his message. He will keep contributing to literature on AIDS until he is too ill to write, he promises, because he does not want the issue to fall from anyone’s consciousness while he is still alive to inform and compel them; while they are still “on his watch.” I am thankful that I did not miss the words and message of this important writer. ■ Nell Granger
Upcoming Events at Politics & Prose

7 September
Wednesday, 6:30 pm
Patricia O'Brien,
Ladies' Lunch

8 September
Thursday, 6:30 pm
Carol Anderson & Susan Stewart,
Flying Solo: Single Women in Midlife

9 September
Friday, 7:30 pm
Howard Norman,
The Bird Artist

12 September
Monday, 6:30 pm
Richard Bernstein,
The Dictatorship of Virtue

13 September
Tuesday, 6:30 pm
William Gildea,
When the Colts Belonged to Baltimore

16 September
Friday, 6:30 pm
Karen Armstrong,
A History of God

20 September
Tuesday, 6:30 pm
Anne Meadows,
Digging up Butch and Sundance

21 September
Wednesday, 6:30 pm
Mark Olshaker,
The Edge

22 September
Thursday, 6:30 pm
Kevin Phillips,
Arrogant Capital

26 September
Monday, 6:30 pm
William Kunstler,
My Life as a Radical Lawyer

27 September
Tuesday, 7:00 pm
Ivan Doig,
Heart Earth

28 September
Wednesday, 6:30 pm
Terry Kay,
Shadow Song and Sundance

3 October
Monday, 6:30 pm
David Grossman,
The Intimate Book of Grammar

4 October
Monday, 7:30 pm
Nadine Gordimer,
None To Accompany Me

8 October
Saturday, 7-9 pm
Washington Writers party with Faye Moskowitz, Her Face in the Mirror

17 October
Monday, 6:30 pm
Deborah Tannen,
Gender and Discourse

18 October
Tuesday, 6:30 pm
Joyce Carol Oates,
What I Lived For

19 October
Wednesday, 6:30 pm
Juliet Wittman,
Breast Cancer Journal: A Century of Petals

26 October
Wednesday, 6:30 pm
Neil Gabler,
Winchell: Gossip, Power, and the Culture of Celebrity

28 October
Friday, 6:30 pm
Molly Ivins,
Nothin But Good Times Ahead
IN THIS ISSUE

- Anniversary Sale October 1-9
- Nadine Gordimer and Other 10th Anniversary Events
- New Books
- A Report on ABA in Los Angeles
- Politics & Prose Looks Back
- Suggested Books for Bookgroups

P&P Bookgroup Schedule
September 13th & 22nd, 7:30pm
Doris Lessing’s The Golden Notebook

October 11th & 20th, 7:30pm
Ivan Klima’s My Merry Mornings

Women’s Biography Bookgroup Schedule
September 12th, 7:30pm
Marion Mead’s Dorothy Parker: What Fresh Hell Is This?

October 17th, 7:30pm
Eva Hoffman’s Life in Translation

THIS NEWSLETTER
Thanks to all for the engaging reviews and articles in this newsletter, staffers: Nell Granger, Julie Kurland, Lori Scarpa, Don Sofer, Pierre Ruhe, Aurora Imbriaco, and Michael Lester; friends: Sarah Tarlin and E. Neil Semple. The credit for organization, editing and direction goes to Sam Tarlin. • Carla Cohen and Barbara Meade

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Artful Things
If you’re the type to join legions of budget-hunters for the Sandyland Festival, avoid the afternoon touring Frank Lloyd Wright’s Ullin House (above), nestled among the summer’s green hills and lavender fields. Instead, continue your Wright tour at his Walter Gropius-designed Johnson Wax Administration Building (below), a National Historic Landmark built in 1936. If you’re in Madison for the first time, you can’t miss its 1911 architecture, and if you’re a student here, you’ll be happy to know that it’s also the home of the University of Wisconsin-Madison’s architecture program.

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A Birthday Party Burnout

By MARC WEGENSTEIN

UNNY thing about birthday parties: you live for them when you’re young and sometimes feel like kibitz when you’re an adult. Me, I’ve never been one to slay away from celebrating creatively; any occasion that provides me with gifts, food, and attention is a gift! So when my 3-year-old daughter, Emma, was assigned to be the party planner for our family’s birthday, I jumped at the chance. I had visions of all the goody bags I was making. There were piles of party hats, but my parents hadn’t bought me any of them, and if they were they were unnecessary, reserved for the birthday boy or girl’s best friends. Now, political correctness, or at least an awareness of diversity, requires that every birthday be inclusive or at least make a point of being culturally sensitive. Mortal enemies and rival cliques have to drink from the same punch bowl.

I was a bit anxious about the parents; it’s an unusual form ofererence to a motorcycle and somewhat bizarre in the eyes of the world. Still, I was happy to go along with it. The main event at this party was to feed the kids cupcakes and candy. The girls had a good time doing this, but the boys were left out in the cold, so to speak.

Every weekend, the same children, the same cakes.

At first, it was a bit of a hit for all of us. Having attended a child’s birthday when I was a kid, the first event with my oldest daughter, Emelia, was a little bit different. But after a few of these parties, even my second daughter began to think of them as must-attend affairs, red-headed only by the lack of a cure.

In an effort to save off the island of the party planner, some parents have begun to participate, or at least to invite their children to participate in the fun. Some parents have even been known to bring cupcakes and other treats, and to encourage their children to participate in the festivities. But for the most part, the only people who show up are the invited guests. The parties are usually held in the afternoon, and the guests are usually invited to stay and play.

Correction

An article last Friday about the importance of good manners mentioned a motorcycle owner by the name of Harry, who spoke of having once been a long-time rider. The story was about how he became a motorcycle enthusiast, what is known as a hardtail.

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ley for the weekend. More information and bike reservations can be found at www.biketoberfest.com.

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**On Tour**

Author escort Tim Hedges has no clue where to find a prostitute.

In a recent article in *The Atlantic Monthly*, author Ian called Tim Hedges "the best author escort in the country." Hedges, thirty-nine, runs the only such business in the Twin Cities, Around Town Agency, managing a fleet of middle-aged men who work as independent contractors. "I get to pick and choose who I want to deal with," Hedges explains, "so I'm usually with pretty cool people. And though I did pay my dues on a bunch of diet and pop psychology books [authors]—people that I was not exactly heartbroken to put on a plane." Around Town was established twenty-five years ago by Hedges's mentor and business partner, Isabel Keating, to usher authors along the book-tour gauntlet. In November, Hedges will be escorting Anne Lamott, Letty Pogrebin, Richard Dooling, and Jewell Parker Rhodes through the throngs at MPR and Ruminator.

---

**Q&A**

What makes you good at what you do?

I think I have the right demeanor for it. I come off as calm, and I've had enough experience doing the job so I can handle just about any pressure situation or crisis. People have told me I have an openness, that they feel comfortable confiding in me. Which is helpful if people are stressed out on the road and can kind of use me as their psychologist. But if you do this gig, you want to be in the background—you don't want to insert yourself into the process. I hear other escorts around the country can be overbearing and they seek to be entertained by the author, which really wears people out.

Did you ever have to, I don't know, drive across town to search for an obscure Italian mineral water for Zadie Smith's cat?

We do draw the line as far as being somebody's personal slave. We're willing to see to all of their needs if it's related to their tour and what they're doing in town. Now, with some people, some VIPs, we do go...

---

So how many Saturday nights have you wasted with the likes of the Rock's autobiography?

I don't read the entire book every time.

Where do you take authors so they realize they're not in Omaha?

We aim for decent food that's quick. D'Amico & Sons. People get tired of the full production. If people are into really healthy food, I'll take them to Tao Natural Foods. We make lots of stops at Whole Foods Market for takeout. If someone wants to have something really nice, we'll go to Vincent. One of my all-time favorites for dinner is Monte Carlo, because it has some character. And authors that smoke don't have to worry.

Authors still smoke, don't they?

I remember I was really charmed by David Foster Wallace in the hallway of Minnesota Public Radio. He stopped and took out this tin of Copenhagen and just took a couple of stops at Whole Foods Market for takeout. If someone wants to have something really nice, we'll go to Vincent. One of my all-time favorites for dinner is Monte Carlo, because it has some character. And authors that smoke don't have to worry.

Which newspapers read around here?

KARE-11, Channel 9—their morning news folks. MPR is absolutely the best. The media here is considered to be very good, and our book market is considered by people in New York to be, per capita, about the best in the country. At least in the top five.
On Tour
Author escort Tim Hedges has no clue where to find a prostitute.

In a recent article in The Atlantic Monthly, author Ian Frazier called Tim Hedges "the best author escort in the country." Hedges, thirty-nine, runs the only such business in the Twin Cities, Around Town Agency, managing a fleet of middle-aged women who work as independent contractors. "I get to pick and choose who I deal with," Hedges explains, "so I'm usually with pretty cool people, although I did pay my dues on a bunch of diet and pop psychology book [authors]—people that I was not exactly heartbroken to put on a plane." Around Town was established twenty-five years ago by Hedges's mentor and business partner, Isabel Keating, to usher authors along the book-tour gauntlet. In November, Hedges will be escorting Anne Lamott, Letty Pogrebin, Richard Dooling, and Jewell Parker Rhodes through the throngs at MPR and Ruminator. —Steve Marsh

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Did you ever have to, I don't know, drive across town to search for an obscure Italian mineral water for Zadie Smith's cat?
We do draw the line as far as being somebody's personal slave. We're willing to see to all of their needs if it's related to their tour and what they're doing in town. Now, with some people, some VIPs, we do go the extra mile. We've had requests for condoms, requests for drugs. One time I had a request to refer somebody to prostitution. I had no idea how to do that.

So how many Saturday nights have you wasted with the likes of the Rock's autobiography?
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Authors still smoke, don't they?
I remember I was really charmed by David Foster Wallace in the hallway of Minnesota Public Radio. He stopped and took out this tin of Copenhagen and just took this huge dip—in a world that is pretty appalled by that kind of thing. To me, it was an endearing experience.

Which newspople read around here?
KARE-11, Channel 9—their morning news folks. MPR is absolutely the best. The media here is considered to be very good, and our book market is considered by people in New York to be, per capita, about the best in the country. At least in the top five.
Out of the Ordinary Products and Services

Wood and Gas: Inserts, Stoves & Fireplaces; European Heat Storage Masonry Fireplaces; Chimneys, Relining/Repair; Professional Installation

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Many independent booksellers are taking part in a marketing program called BookSense that includes promoting a list of 76 selected titles. Many stores, like Joseph-Beth in the Cleveland suburb of Shaker Heights, display the books with reviews. Below left, Carl Lennertz, the chief list maker.

Breaking the Slide

The share of sales by independent booksellers had been falling but leveled off last year.

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<th>12 billion books</th>
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Source: IPoSS/University Book Trends The New York Times

By DAVID D. KIRKPATRICK

On a recent snowy day in New York, Carl Lennertz struggled in vain to program his stereo, laughed out loud on the subway at a new book by the humorist Joe Queenan, walked across town to buy his 9-year-old daughter a book by Lemony Snicket and pretended to throw snowballs at pedestrians using hands-free mobile phones. Then he sat down and recounted all of it in a public e-mail message to thousands of independent bookstores all over the country.

"I do not appreciate people talking out loud coming up behind us. Makes us jumpy," he wrote, about the mobile-phone users, and then moved on to promote the sales potential of a half-dozen books, from the best seller "Fast Food Nation" by Eric Schlosser (Houghton Mifflin) to the new mystery "Folly" by Laurie R. King (Bantam).

Mr. Lennertz's commentary may seem trivial, but his recommendations are not. In the last two years, Mr. Lennertz has become an influential behind-the-scenes player in the book business as the coordinator of a campaign by more than 1,200 independent bookstores. The fledgling program, called BookSense, is a new twist in the independents' continuing fight to survive: instead of just bemoaning the power of the national chains' centralized promotions, the independents have begun to imitate them.

After decades of losing customers to malls, superstores and then the Internet, independent bookstores may be getting up off the mat. This month, the market research firm IpSoS-NPD reported that for the first time in more than a decade independent bookstores and small chains managed to stanch the steady declines in their share of the book market — holding roughly steady at 15 percent last year from the year before. (The independent stores' share has fallen from 33 percent in 1991.)

There are a variety of possible explanations, from a simple survival of the fittest that left the strongest stores standing, to a recent boom in sales at

Continued on Page 8
It gives you a difference.

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Charities you save.

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Grant to many charities from a single block of stock

Contributions have potential to grow, ultimately bringing more to charity

Consolidated record-keeping and tax reporting

Companies in the news

An experimental therapeutics company has raised $50 million in a private placement to fund its development of a treatment for Parkinson's disease. The company, called Biacrin, is developing a new therapy to help people with Parkinson's disease, which affects more than 1 million people in the United States.

Biacrin's treatment uses cells derived from the placenta, which are then injected into the brain to replace damaged neurons. The company has completed a phase 1 clinical trial, and is now preparing for a phase 2 trial. The company's CEO, Dr. Harry M. Tracy, said the proceeds from the latest round of financing will be used to support the company's ongoing clinical trials and to develop new therapies for other neurological disorders.

The investment was led by a group of institutional investors, including a large European pension fund and a U.S. healthcare-focused venture capital firm. The round also included participation from Biacrin's current investors, including a major U.S. pharmaceutical company.

Biacrin's technology is based on the company's research into the placenta, which it believes holds therapeutic potential for a variety of conditions. The company was founded by Dr. Tracy in 2016, and has raised over $100 million in funding to date.

Biacrin's treatment is one of several promising therapies in development for Parkinson's disease. Other companies in the field include Axonics and Recursive, which recently announced positive results from a phase 1 clinical trial of their respective therapies.

The market for Parkinson's disease treatments is expected to grow significantly in the coming years, driven by the increasing prevalence of the disease and the need for new therapies that can address the disease's complex symptoms. According to a recent market report, the global Parkinson's disease market was valued at $3.5 billion in 2019 and is expected to grow to $5.2 billion by 2027.
Continued From First Business Page

Christian booksellers, independents have also benefited from a retreat from widespread discounting at the chains and online bookstores, although sales at Barnes & Noble and the Borders superstores continue to squeeze the independents, said Barrie Rappaport of Ipsos-NPD.

But whatever the reasons, publishers and store owners agree that Mr. Lennertz and BookSense have raised the morale of independent bookstores by helping them flex their muscles in the marketplace. "The mood at the independents has shifted — for the first time in years, when you talk to booksellers they are up, their business is up," said Ruth Liebmann, director of independent book selling for the Random House publishing division of Bertelsmann.

Compiled from store staffs' recommendations, Mr. Lennertz's picks can help determine the fate of a book by persuading hundreds of stores to help promote it, and the stores' collective marketing power has helped them win new attention and advertising subsidies from publishers vying to place their books on his list.

In coordinating their efforts to promote selected titles, the independents' trade group is selling publishers the chance to plug their books in national advertising.

Although the advertising is central, the independent stores' promotions are generally voluntary. The goal is to advertise the idiosyncrasy of independent stores, and a principle behind the listing is that stores will all be different, but will have a certain authenticity.

The ads are in the voice of the bookseller," he said. "BookSense, marketing diversity — these stores will all be different, but they will all have a certain authenticity." The ads in the voice of the bookseller, he said, "is the filter." A fast-talking former Publishers' Weekly salesmen, Mr. Lennertz, 47, has built a career out of cultivating independent stores. In 1984, on a two-hour commute from his home in Brewster, N.Y., to his job at Random House, Mr. Lennertz began writing a monthly newsletter to stores around the country entitled The Random Report, to which he added a weekly flyer called Just the Fax.

Plenty of salesmen circulate newsletters to promote their companies' books, but Mr. Lennertz built credibility with his publishing newsletter, The Random House competitors as well, and by passing on tips from booksellers around the country. He also wrote in a distinctly intimate voice, full of digressions about his daily life and his daughter, Savannah. With the advent of e-mail, he began sending out several mass mailings a day, typically marked "urgent."

Eventually, Mr. Lennertz became one of the sought-after figures in book publishing who can help "make" a new book by using influence with booksellers, but not to enlist their support, thereby winning attention without paying the high cost of expensive promotions or publicizing in national chains. Well-regarded publicists and marketers like him have become key players at many publishing companies, often earning far more than many editors. In June 1999, Mr. Lennertz joined a newly formed marketing department at the booksellers association for a book compiling the first national list of 76 books — the number chosen for its connotations of Rosalind Donald A. Tubbing, president of the small house Pfeifer-Hamilton Publishers in Duluth, Minn., was among the first to take advantage. Writing him a new children's book, "The Quiltmaker's Gift," by Jeff Brumbeau.

Mr. Lennertz sent e-mail messages to bookstores around the country that 100 advance copies were available and took one for himself. His daughter told him she loved it, and so did readers from several of the stores, he said.

In August, he put the title near the top of the first BookSense list. Within a few months, more than 100,000 copies were sold, and it had become a "surprise hit." "The Quiltmaker's Gift" remains a national best seller. "Carl is marvelous," Mr. Tubbing said. "Getting all those books out there and to act together is incredible."

The book took off first at independent bookstores, he said, and independent stores have accounted for about half of its sales. (Roughly a quarter came from chains, and a quarter from quilt shops, he said.)

Every two months, Mr. Lennertz now receives more than 1,000 nominations of books for the list from publishers, many hoping for a chance to see their name in a national advertisement. In making his recommendations, he said, he relies largely on a tally of the nominations, but he also adjusts it for his own tastes. Then he sends a new list of 76 books back to the stores. "It gives a national mouthpiece to thousands of savvy, local booksellers working away in their stores on staff-picks lists," he said.

The nominations are sometimes impassioned. "I promise to eat all of my books," said one, "unless that sprout ... just READ THIS AUT," wrote Molly Cook, of Mag-nolia's Bookstore in Locust Grove, Ga., in the paperback "Next Step in the Dance" (Picasor Press, 1999) by Tim Gautreaux.

Some stores, like Posman Books in New York, do little with the list besides stack the fliers on an obscure table. But placement on the list guarantees that hundreds of bookstores will at least stock several copies, a considerable boost. And many stores like Vroman's Bookstore in Pasadena, Calif., or the small Joseph-Beth chain in Ohio make the full list the centerpiece of an elaborate display.

"Each of my six stores display all 76 prominently, and they sell extremely well," said Audrey Seitz, vice president for marketing at Joseph-Beth's bookstore, adding that her Midwestern customers often appreciate the "not-so-well-known bookstores, like the Tat-ted Cover in Denver or Powell's in Portland, Ore."

For others on the list can have a big impact, said Stephen Rubin, president and publisher of the Doubleday Broadway imprint at Bertelsmann's Random House division. "We have had a number of novels helped tremendously in terms of heightened awareness and in terms of sales," he said, citing "Motherless Brooklyn," by Jonathan Lethem, or "The Bee Sea-
thor" by Myla Goldberg.

At first, persuading publishers to buy advertisements for the titles was "like pulling teeth," said Oren Teicher, chief operating officer for the booksellers association. But more than 40 publishers now participate, and advertisements for the titles and for BookSense now appear regularly in The New Yorker, Atlanti-
cic Monthly and other publications.

The booksellers' association spent about $2 million on BookSense last year, but expects it to become self-sufficient, partly through publisher contributions. An independent booksellers' BookSense best-seller list now appears at least sporadically in 42 newspapers and in The New York Review of Books, and the association has a membership program and has expanded its reciprocity program for gift certificates.

Nothing has worked more smoothly. A planned BookSense online store, with a look-up service to send customers to local stores and customized pages for each book, has been less successful. Production problems delayed it for over a year, disappointing many association members and missing the fastest growth in online sales. Still, more than 230 stores are now operating through the online store, Mr. Teicher said.

But at the very least many book-
sellers say BookSense has already lifted their spirits. "This has started us being actors on our own behalf," said Carla Cohen of Politics and Prose, a Washington bookstore. "Every-thing before was about how we were victims."
At Gateway Country you get local service and support customized for your business.

"Through my Gateway Business Advisor, I have the opportunity to interact with a large national company on a local level."

Marshall Waller — Co-Owner & Attorney-at-Law
Feinberg & Waller
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Marshall Waller's law firm needs reliable, local service. So when it was time to upgrade his law firm's computer network, he turned to his Gateway Business Advisor at the local Gateway Country® store. His Business Advisor set him up with a network specialist who visited his office, evaluated his existing hardware, discussed his future needs and designed a complete technology solution for his business. Marshall Waller was pleasantly surprised when he received local, personalized service from a national company. We're confident you will be too. Call or come in today and we'll design a customized technology solution featuring Intel® processor-based systems for your business.
13 Sept. 2000

Jim Harris
Prairie Lights
15 S. Dubuque St.
Iowa City, IA 52240

Dear Jim--

   Well, I had a good time at your dive again. Julie did a fine job of herding me through the radio show, and it's always a kick to see the crowd you guys manage to lure into the store. Along those lines, Paul asked if I could do a sentence that you could put toward your tenth anniversary hoopla:

   "Prairie Lights' ten years on the air is a remarkable scintillation that puts it right up there with the other old loved constellations that people clock their lives by."

   I hope that'll serve. I appreciate your asking me back again. Please pass my thanks to Julie, and tickle Paul in the ribs for me.

       Best wishes,
Ivan,

Is there any chance I could get you to sight date a galley for a good customer who managed to be out of town for your reading? **Budding the Sun** has continued to sell all summer for us (we just broke 100) and I hope it has done nation-wide. Your audience is wide & devoted. Readers are already asking about your next book & your subsequent return to Iowa. I hope all goes well with you and that you are having the best available time.

Thanks,

Paul Ingram

SASE enclosed
Grand Cafe recommended:

Hunters Books
1111 Prospect
La Jolla, CA
92037

619-459-3709

Jeff Marion

for Heart Earth
Are you? (going LA
for San Diego?)
WHILE YOU WERE OUT

To ____________________________  A.M.  
Date ____________________________  Time __________  P.M.

M ____________________________
of ____________________________

Phone ____________________________

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RETURNED YOUR CALL

Message ____________________________

________________________________________________________________________

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________________________________________________________________________

________________________________________________________________________

Operator ____________________________
April 8, 1987

Dear Ivan,

It was wonderful to hear from you and to receive an inscribed copy of This House of Sky. I am looking forward to reading it with much anticipation.

Little did I know, of course, when I wrote to Pam Stewart; that you would also
see the letter. But my words were heartfelt and I look forward to selling many copies of your new book.

Much success, and I look forward to meeting you at AB.

Best,

Barbara Jones
OLD SANTA FE TRAIL
BOOKS
&
COFFEEHOUSE

Tonia & Alan Gould
613 Old Santa Fe Trail
Santa Fe, New Mexico 87501
988-8878
Rabyn

Dan
October, 1991

**Children's readings** by our now famous SUSAN LENOE continue every Friday at 10:00. Of course there is no admission fee. Just bring your pre-schooler and have a good time.

**Ivan Doig**, one of this bookstore's best selling authors, will be in the store November 19th to read and sign his books. It'll probably be a late afternoon/early evening event so watch our ads for details. If you haven't read his books, please start now - you'll like them. *Ride With Me Miriah Montana* is just out in paper. My favorite is *Dancing at the Rascal Fair*. His other works include *English Creek* and *This House of Sky*.

We will have several other authors visit the store before the holidays (Possibly BARBARA COONEY) so please keep track of us.

**Business gifts.** When you're thinking about holiday gift giving for business friends, instead of the usual bottle of scotch why not give a book? Keep us in mind; we wrap (beautifully) for free and will ship anywhere. And remember: books don't give hangovers. If you'd like a salesperson to offer a selection of choices at your business location, please call us at 475-0143 of 1-800-334-3313 and ask for Curt Martha.

**Feaster Five Road Race.** We are one of the primary sponsors of this Thanksgiving Day event. Last year there were over 3,000 runners and it was exciting to watch. For more information call Bill Pennington at 475-5671.

See you by the Fireside,

Bill Dalton
Wash'n DC '96 escort MaeBeth recommended the Jefferson Hotel, 16th & M Sts.

--I had a reliably mediocre lunch (overspiced crabcakes) in interesting venue, the Open Market-Plaza Cafe, where the graying counterman upstairs told me his wife is Deborah Davis, author of Katherine the Great, bio of K. Graham
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OPEN EVERY DAY OF THE YEAR
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Move allows The Avid Reader to double its space

- Bookstore expands its inventory as it reaches out to a growing regional audience

The Avid Reader bookstore will move to a new downtown Davis location Saturday, Sept. 14. The bookstore will move from E Street around the corner to 617 Second St. in the historic Brinley Building, which is celebrating its 50-year birthday.

"Movers and staff will handle the bulk of the relocating of inventory, but any and all are invited to assist," said Alzada Forbes, co-owner with her husband, Stan. "The move will take place from 7 to 10 a.m. Saturday. Coffee and doughnuts will be served."

The grand opening will take place a week later, on Saturday, Sept. 21, from 5:30 to 7 p.m. The public is invited, refreshments will be served and the New Davis String Trio will perform.

In conjunction with the move and the opening of the new store, The Avid Reader will have a daily drawing from Sept. 14 until the end of the month for a $15 gift certificate. When the move is complete, The Avid Reader will have nearly doubled its space, making it one of the largest independent bookstores in the Central Valley.

"As a bookstore for the region," Forbes said, "the store is expanding nearly all its current sections, especially arts and crafts, and titles customers have requested — local and regional titles, computer books, literary criticism, books on education, study guides and auto repair manuals."

The selection of book-related items — journals, maps, tapes and calendars — will expand as well, she added.

The store will be open Monday through Saturday, 9 a.m. to 11 p.m. and Sundays, 10 a.m. to 10 p.m. The design of the new Avid Reader — layout, windows, mezzanine, floor configuration and shelving — reflects the concepts studied by Alzada and Stan Forbes since they opened their first bookstore five years ago.

"We've derived ideas from and taken stacks of photos of independent bookstores from London, York, and Amsterdam, as well as a number of the most well-known bookstores across the country," Alzada Forbes said.

She said the new bookstore site will be a center for signings, readings, exhibits and performances. Throughout October, artist Dianna Craig will display her work on Avid Reader walls. Known for her leather masks, she will provide a newly created collection for the exhibit.

Local writer Karen Joy Fowler will sign copies of her new book, "Sarah Canary," on Saturday, Oct. 6, at 12:30 p.m. Noa Kohen-raz Baum, who has taught courses in puppetry at the Davis Art Center, will give a special reading with a Halloween theme for preschoolers.

Alzada Forbes buys, staffs, promotes and handles outreach for the store. For eight years, she was the marketing and promotions director for the Sacramento Symphony. She has a master's degree in English from Stanford University.

Stan Forbes handles the store's financial affairs. He is the president of the Davis Downtown Business Association and president of the Davis Joint Unified School District Board of Education. He has a master's degree from UCLA in Russian history and a law degree from Vanderbilt.
SAFEWAY'S APPLES FOR THE STUDENTS IS BACK!
NIGHT FALLS ON THE RAINFOREST ROOKERY
Dear Eleven,

It was truly a delight to see you again and as always, read your lovely book, Heart Song. Those of us in the bookselling community are true admirers so we hope you’ll continue to join us whenever you can. Good luck with this book and see you in Sitka someday.

Marylin Newman for the P.N. B.A.
Spruce Moon

CAWCAWCUS SEVEN
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U.S. 1.50
CANADA 3.00
A Calendar of Literary & Other To-Do's

FALL 1994
Thursday September 8

An Evening with John Irving
SON OF THE CIRCUS

We can’t think of a better way to launch our fall season than with a new book by John Irving, his first since A Prayer for Owen Meany. Anticipating your enthusiasm (and his popularity) we are hosting this event at Georgetown University’s Intercultural Center Auditorium, which seats 325. Tickets are $10.00, which is of course deducted from the price of the book ($25.00). As for A Son of the Circus, all of Mr. Irving’s inimitable imagination transports us to Bombay, where orthopedic surgeon Dr. Darrawalla finally meets the transsexual serial killer whose victims he had examined twenty years earlier. Only the creator of Garp and Owen Meany could come up with another such madcap moral epic that rings both darkly true and truly comic.

READING 7:30 PM

N.B. Please note that while Mr. Irving will take questions after the reading, he will not be able to sign books.

Saturday September 24

An Afternoon at the National Arboretum
READINGS IN MEMORY OF HENRY MITCHELL

September 28-30

Sidewalk Sale
TO BENEFIT THE WASHINGTON LITERACY COUNCIL

September is National Literacy Month and again this year we will stage a sidewalk sale. The entire proceeds go to the Washington Literacy Council. Please stop by to look for gems on the sidewalk sale tables, pick up information on becoming a tutor, or make WLC your charity of the month by writing them a check or signing up to volunteer some time. As last year, readers looking to make room on their bookshelves at home, should feel free to drop off any tomes you might be thinking of parting with between now and then.

CHAPTERS and The Friends of the National Arboretum invite you to spend the second day of fall with the friends, fans and followers of that essential earthman, the late Henry Mitchell. Garden luminary Allen Lacy will preside over a series of readings and remembrances of the beloved curmudgeon delivered by colleagues and friends both horticultural and newspaper. A reception will follow the reading, and the day concludes with a tour of The Azalea Hillside, proposed site for a Henry Mitchell Memorial. Admission $15

Please call FONA directly to reserve a place: 202-544-TREE.

READING 1:30 PM

Illustration by Susan Davis

From One Man’s Garden by Henry Mitchell
Thursday September 8
John Irving
SON OF THE CIRCUS
Tickets are required for this event which will take place at Georgetown University’s International Center. Please see inside for details.
READING 7:30 PM

Saturday September 10
Thomas Mallon
HENRY AND CLARA
We’ve been waiting for this novel since that urbane and wistfully understanding man of letters, Thomas Mallon, mentioned it at his last appearance (for the essay collection, Rockets and Rodeos: the incredible but true story of the young couple who accompanied President Lincoln and his wife to Ford’s Theater that fateful night. If a novelist couldn’t have invented the Rathbones’ strange, sad destiny, one as elegant and capable as the author of Aurora 7 can certainly bring them to life.
READING NOON

Monday September 12
John Gregory Dunne
PLAYLAND
Mr. Dunne’s unerring ear has captured Hollywood before with True Confessions, so it’s no surprise that this saga of famous forties screenwriter Blue Tyler, unmasked as a bag lady in Detroit after a very checkered career, should be a novel just as brash, smart and readable. A return trip for a real American original, last at CHAPTERS as the unblinking author of Harp.
READING 7 PM

Tuesday September 13
Richard Bausch
RARE & ENDANGERED SPECIES
The more prolific of the literary twins, Richard Bausch follows up his two most recent novels Violence and Rebel Powers with a return to the short story and a venture into the novella. All forms suit his utter prevision in catching families as they come to or ward off bliss, having learned his master Tolstoy’s dictum admirably, even awfully well.
READING 7 PM

Thursday September 15
Susan Power
THE GRASS DANCER
Even though we’re not supposed to call it homegrown magic realism, Native Americans have infused a potent, poetic strain into contemporary fiction, and Susan Power, a Standing Rock Sioux, reassuringly verifies this with her stunning debut novel, excerpted in The Paris Review. Set on a North Dakota reservation, turnage lovers dance out and transmogrify their ancestral spirits, while letting their magic step out into our own time.
READING 7 PM

Friday September 16
Gita Mehta
A RIVER SUTRA
As we know from Chaucer, religious pilgrims make great secular raconteurs, and the travellers on their way to the holy Narmada River in India do not disappoint the retired bureaucrat binding their stories together in this literary sutra. The second novel from the author of Raj and Karma Cola is as exotic, astute and wise as Ms. Mehta’s own cultural heritage.
READING 7 PM

Saturday September 17
Grace Schulman
FOR THAT DAY ONLY
Grace Schulman has been such a valuable conduit for others’ work, as the unstoppably astute poetry editor of The Nation, as a critic (Marianne Moore: The Poetry of Engagement), and as a translator (T. S. Eliot and P. Cuadra), we feel that her own poems have not reached the larger audience she deserves. This third collection allows us to trumpet her in her own right, for she artfully dispossess the managers between the lofty and the familiar, the historical and the immediate, all in a language that is quietly magnificent, clear-sighted and undeterred in its praising.
READING NOON

Tuesday September 20
Barry Lopez
FIELD NOTE: If nature writing today is widely read as a literary art, then Barry Lopez is one of the eloquent stylists who have brought about that elevation. Author of Arctic Dreams and Of Wolves and Men, he here completes a loose trilogy formed by Desert Notes and River Notes with a collection of fictional fables that bring into play all of his observable sensitivity and compassionate care for language and ecosystem.
READING 7 PM

Wednesday September 21
Jayne Anne Phillips
SHELTER
A new novel from the author of Black Tickets and the NBCC nominated Machine Dreams would be well worth the wait, but Shelter surpasses all of our expectations in its exquisite, deliberative prose. Set in Appalachia 1963, one summer of shimmering tension pits four Girl Guide campers against one violent former convict, and Ms. Phillips is, as always, perfectly attuned to the darkest secrets of adults and children alike.
READING 7 PM

Friday September 23
Larry McMurtry and Diana Ossana
PRETTY BOY FLOYD
The author of Lonesome Dove certainly needs no help in evolving another legendary era of America’s past, but the mutual enjoyment that Larry McMurtry and screenwriting partner Diana Ossana took in their collaboration is altogether evident in the inviting charm they’ve invested in Charlie Floyd and the tale of his rapid-fire rise as the gloriously notorious thieves’ gangster.
READING 7 PM

Tuesday September 27
Cavafy, Sefris, & Ritsos
THE VARIABLE FOOT READING GROUP
The interest that everyone took in the poetry of Cavafy after hearing his poem “Thyaha” read at Jacqueline Kennedy’s funeral might be another of her gracious, if smaller, legacies. Our poetry discussion group will look at that and other poems of the great Alexandrian, and time permitting, those other inheritors of the Homerica tradition, Sefris and Ritsos.
LIVELY CHATTER 7 PM

September 28-30
Sidewalk Sale
TO BENEFIT THE WASHINGTON LITERACY COUNCIL
Please see inside for details.
Team Up to Support Literacy Programs

The Madison Literacy Council has, for over twenty years, helped adults with limited reading and writing skills to function independently in a literate society. With the support of trained volunteer tutors, adult learners master skills ranging from deciphering directions on a medicine bottle and writing checks to filling out job applications and reading to a child.

The Council currently serves hundreds of people throughout Dane County, and, given the proper resources, could work with many more. A portion of its funding comes from United Way and the City; to cover remaining expenses the Council relies on fundraisers like the Canterbury Run/Walk for Literacy.

Held on the second Sunday in September (to coincide with the United Nations' International Literacy Day), this annual event has come to be characterized by a great camaraderie among the participants - who include everyone from serious competitive runners to sociable walkers - enjoying a great workout along a beautiful lakefront course.

This year’s event on Sunday, September 11 at 10:30am includes a 5k walk, a 5k run and a 10k run. The early registration fee (received by September 3) is $10. After September 3, the registration fee is $15. All runners and walkers will receive a 100% cotton long-sleeved t-shirt.

Participants are urged to collect cash pledges for the Literacy Council from friends, neighbors and co-workers. Anyone who brings in $50 or more in pledges will be entered into a drawing for a complimentary night for two at Canterbury Inn (a $150 value), while the top pledge collector is guaranteed a night for two at the Inn.

To further the event’s camaraderie this year, teams of five or more are encouraged to register and run or walk together (although all team members do not necessarily have to participate in the same distance event). Teams remain eligible for the $10 registration fee through race day (a $5 savings off the late registration fee of $15), and the team collecting the highest average pledge dollar per team member will be treated to dessert at Canterbury Coffeehouse.

Runners and walkers, please join us (and consider teaming up with a few friends or co-workers) to have a great time on Sunday, September 11 in support of the Madison Literacy Council.

- Anne

Canterbury Services & Discounts

- Booksellers who love to talk books and are always eager to help you select the perfect book for yourself, your book club or giftgiving
- Complimentary gift wrap
- Complimentary delivery to downtown offices
- Special orders welcome
- Phone orders (258-9911 or toll free 800-838-3855)
- UPS shipping
- Bookfairs for business conferences and corporate gift selection service
- School and institutional purchase orders welcome
- VLS hardcover bestsellers and selected New York Times bestsellers discounted 30%
- Discounts for educators, tax-exempt organizations, and book clubs
- The Canterbury Card, entitling bearers to a 10% discount on book purchases.
- Book a Night at Canterbury Inn (See page 4).

If you would like more information about any of these discounts or services, please give us a call.
Buyer's Choices

The Macintosh Bible 5th Edition
Darcy DiNucci, E. Castro, et al
PEACHPIT PRESS, PAPER, 30.00
This is the standard Mac reference source. It's packed with information likely to aid even the most advanced Mac users, but you don't have to be a computer geek to figure it out.

For the Sake of Argument
Christopher Hitchens
ROUTLEDGE, PAPER, 16.95
A lucky few snatched up the limited hardcover release of this book while the rest of us waited for a 2nd printing that never came. Now, more than a year later, Hitchen's observations on international politics and culture are finally available. Incisive and hilarious, he delivers brutal indictments of the major players on the scene without letting ideology obscure his vision.

Our Cancer Year
Harvey Pekar & Joyce Brabner
4 WALLS, 8 WINDOWS PRESS, PAPER, 17.95
Longtime comic writers Pekar (American Splendor) and Brabner (Real War Stories) team up in this book-length comic that chronicles Harvey's battle with cancer. Fans can look forward to all the paranoia and obsessiveness they've come to expect from Harvey's comics and appearances on Letterman. (Harvey and Joyce will visit Canterbury on October 18).

Media Matters
John Fiske
UNIV. MINNESOTA, CLOTH, 24.95
UW professor of Communications John Fiske is back with another look at the role of the media in American political and popular culture. Here he examines the strategies employed by marginalized groups as they attempt to make their voices heard over the well-funded din of right-wing punditocracy.

All titles available in September. For more information on new Fall titles, just talk to buyer Pete Sickman-Garner.

Corelli's Mandolin
Louis de Bernieres
PANTHEON, CLOTH 24.00
Set on the Greek island of Cephallonia, a peaceful idyll steeped in myth, this lyrical novel is both hilarious and heartbreaking. Much of the action is based on an historic episode: the Nazi invasion of sleepy Cephallonia and their slaughter of thousands of occupying Italian troops who stood in solidarity with the Greeks. The extraordinary cast of characters includes the beautiful, willful Pelagia and her two suitors: Mandras, the gentle Greek fisherman turned fanatical Communist, and the charming Italian soldier Antonio Corelli, a mandolin player who despires Mussolini and military life.

-Chris

Buyer's Choices

Everybody's Guide to the Internet
Adam Gaffin
MIT PRESS, PAPER, 14.95 (SEPTEMBER)
A comprehensive guide written with the beginner in mind. Includes selections on "when things go wrong" and "FYI," and also tells you where to go for further information. The Guide also includes a section on Internet etiquette. Full of info and reasonably priced.

Journey to the Ants: A Story of Scientific Exploration
Bert Holldobler & Edward O. Wilson
HARVARD, CLOTH, 24.95 (OCTOBER)
Following the trail created by The Ants (1990), the authors continue their pursuit of these fascinating insects, this time weaving their personal adventures with the social lives of ants. From their first childhood observations, they build a remarkable account of the ants' extraordinary achievements. Illustrated.

-Chloe

Chloe Plus Olivia
Lillian Faderman
VIKING, CLOTH, 29.95
From the author of Odd Girls and Twilight Lovers, comes this anthology of lesbian and bi literature. The first of its kind, this hefty volume comprises four centuries of writings in six genres, including romantic friendship, sexual inversion, lesbian encoding, and post-lesbian feminism.

-Ingrid

Generation at the Crossroads: Apathy and Action on the American Campus
Paul Loeb
RUTGERS, CLOTH, 24.95 (OCTOBER)
A thoughtful exploration of the motives and choices of students who are coming of age in the 80's and 90's. The book explores their values, concepts of responsibility, views of the future, and how they see themselves fitting into the context of a larger human community.

Buyer Stacey Campbell will be happy to discuss these and any other new titles of interest.
Canterbury Choices

Days of Obligation: An Argument with My Mexican Father
Richard Rodriguez
PENGUIN, PAPER, 11.00
Rodriguez's Days of Obligation is a series of insightful and well-written essays that cover topics pertinent to modern life in the U.S. A sensitive and learned man, Rodriguez tackles some noteworthy issues: the relationship between Mexico and the U.S., the inevitable "Americanization" of the children of immigrants, the rise of Protestantism in Latin America, and the AIDS epidemic, among others. A colorful and enjoyable read, this book is well worth having in your home library.

-Suzanne

When I Was Puerto Rican
Esmeralda Santiago
VINTAGE, PAPER, 11.00
Ms. Santiago's vivid memoir of growing up in Puerto Rico in the fifties and sixties details the joys and difficulties of the jibaro (rural) life. Her family is dirt poor and her parents' relationship extremely unstable, yet there is a vitality to their days, the vistas are beautiful, and the family is closely connected to their community. When the family relocates to New York, the cultural dissonance is startling. Life is a bit more comfortable, but the landscape is a dull gray, neighbors are strangers, and gang turf wars prevent the children from playing outside. A separate Spanish language edition of this memoir, Cuando Era Puertorriqueña, is translated by the author and includes an introduction that discusses writing in two cultures.

-Anne

Brothers and Sisters
Bebe Moore Campbell
PUTNAM, CLOTH 22.95
Exploring the racial minefield of LA following the 1992 riots, this engrossing, provocative novel is set primarily in the environs of a prestigious bank with a poor record of minority lending. A politically expedient diversity program brings great turmoil to the workplace, as white male managers feel threatened and the newly hired African American senior vice-president is accused of sexual harrassment by Mallory Post, a white loan officer. At the story's heart is smart, embittered Esther Jackson, an African American with a promising banking career who is forced to choose between her friendship with Mallory and loyalty to her race. Through her characters' varied voices, Campbell simultaneously articulates and critiques a wide spectrum of attitudes toward black-white relations.

-Anne

Buyer's Choices
New in Paperback

French Lessons
Alice Kaplan
UNIV CHICAGO, $9.95 (SEPTEMBER)
In this memoir of her time in France, Alice Kaplan has given us a moving account of how she fell in love with French language and culture, as well as how she dealt with the dark side of French politics and thought. Both personal and scholarly, this is a graceful exploration into history and identity.

May It Please the Court
ed. by Peter Irons & Stephanie Guitton
NORTON, 16.00 (SEPTEMBER)
This set of 23 landmark cases that have appeared before the Supreme Court is fascinating reading for anyone interested in law, politics, current events, or U.S. history.

In the Wake of Chaos
Stephen H. Kellert
UNIV CHICAGO, 10.95 (OCTOBER)
Looking at chaos theory from the perspective of philosophy, Kellert manages to clear away a lot of the fog that surrounds current scientific writing. He even uses chaos theory to reveal how unpredictable chaos really is.

The Last Panda
George B. Schaller
UNIV CHICAGO, 13.95 (SEPTEMBER)
Acclaimed naturalist Schaller has updated this new edition of his powerful book on the panda with a word on its current status. Schaller and his wife pursued the panda in the wild and in so-called "conservation reserves," uncovering the greed, stupidity, and lies that are undermining the well-meaning efforts to save the panda, actions that may yet doom it to extinction. A graceful, clear examination of both the natural and the political world.

If you would like more information about these or other titles new in paperback, just look for buyer John Ceballes.

Fall 1994 3
Musings

Book a (free!) Night at Canterbury Inn

Booklovers now have yet another reason to make a point of purchasing their books at Canterbury—the new Book A Night at Canterbury Inn program. A night of literary luxury awaits those who simply save their book receipts (there is no time limit) and redeem them according to the following schedule:

- Book purchase receipts of $500 or more earn a night for two in the Clerk’s room (a $100 value)
- $600 earns the Reeve’s Room ($120 value)
- $700 earns the Knight’s room ($165 value)
- $800 earns either the Miller’s or the Wife of Bath’s Room ($185 value)
- $900 earns the Merchant’s Room ($220 value)

These room redemptions represent a 20-24% discount on all book purchases—a value not to be found at any other bookstore in the country.

Start planning now to treat yourself to a free night at the Inn or to give your earned room as a holiday, anniversary or birthday gift. Whether you hope to earn a room through a few major holiday shopping trips, regular purchases for your classroom or business, or steady additions to your personal library, we can help out on the organizational end by keeping your receipts on file here (if so requested).

If you’ve not yet seen the mural-bedecked Canterbury Inn, do stop in for a tour.

Booklovers

Much more than a book review, bi-monthly Booklovers magazine is a delightful celebration of books, bookstores, book clubs and the people behind them. The creation of Milwaukeeans Jill Lindberg and Robert Jammer, Booklovers focuses on the Milwaukee and Madison literary scenes, yet the two-year-old publication is slowly gaining a wider national audience.

In any given issue one can find extensive book reviews, a feature article on an area bookstore, original short stories and poetry, an author interview, a local librarian’s recommended reading list on a given topic (books on fishing, books on retirement planning, good books for young boys...), a profile of a book club along with its reading lists, and a schedule of events at bookstores in Milwaukee and Madison. Pick up any issue of Booklovers and you’ll feel you’ve entered a true community of readers.

Booklovers is displayed alongside other literary publications in our magazine section. It is also available by subscription.

A Note on The Shipping News

While E. Annie Proulx may not need yet another accolade for The Shipping News after having won the past year’s National Book Award and the Pulitzer Prize for Fiction, it can sometimes be nice to hear from a local reader that yes, the sense of place and characters are memorable, as are the subtle shadings of anguish and hope with which Proulx colors her dialogue in this brusque but tender story. The novel has staying power to the last page - rare these days. -Trudy

En Español

Following the great demand in this country for the Spanish language edition of Laura Esquivel’s Like Water for Chocolate, entitled Como Agua Para Chocolate, several Spanish language editions of other bestselling titles will be published this fall. Among them are La Casa En Mango Street (The House on Mango Street) by Sandra Cisneros, Sonar en Cubano (Dreaming in Cuban) by Cristina Garcia, El Beso de la Mujer Arana (Kiss of the Spiderwoman) by Manuel Puig, El Alquimista (The Alchemist) by Paulo Coelho, and Bendiceme, Ultima (Bless Me Ultima) by Rudolfo Anaya. For the time being, (until our much-awaited foreign language section is in place) we plan to shelve these Spanish-language editions next to their English counterparts.
Children's Books & News

We hope this page is an enticement for you to come see the unique array of children's literature and related toys we've assembled within the Children's Room. We like to think of our room as resembling an art museum gift shop, replete with time-honored classics, folk tales and myths from many lands, eye-opening poetry, exquisite picturebooks, and young adult novels which may indeed change lives.

You may wonder when you're here why fascinating titles seem to fairly jump to your notice. Our secret is that we try hard not to purchase mediocre fare so that one doesn't have to spend hours wading through mean quality to arrive at truly memorable books. Please know that it is always a pleasure for our booksellers to work with teachers assembling bibliographies or purchase orders from elementary school through the high school level. Happy Fall reading to all.

If It Hadn't Been for Yoon Jun
Finding My Voice Saying Goodbye
Marie G. Lee
HOUGHTON, CLOTH, 13.95 & 14.95
In three coming of age stories narrated by two different girls, each book presents a realistic picture of minority adolescence, and the challenges faced along the way. In If It Hadn't Been for Yoon Jun, 7th grader Alice Larson is the only Korean student in her school. Everything goes smoothly until Korean immigrant Yoon Jun shows up, making her life miserable. As the year goes by, she realizes that he's a part of discovering where she belongs.

Ellen Sung is in her senior year of high school in Finding My Voice, and is struggling to please everyone. While she studies hard for her parents, she must make time for her friends and a new boyfriend. When a friend dislikes this new relationship, tensions and race issues surface.

In Saying Goodbye Ellen leaves her small town for her first year as a Harvard premed. She meets other minority students, and begins to discover who she really is. Perfect reads for the beginning of the school year (Ages ten and up.)

Here Is My Kingdom:
Hispanic-American Literature and Art for Young People
Ed. by Charles Sullivan
ABRAMS, CLOTH, 24.95
Edited by Charles Sullivan, Here Is My Kingdom is the companion anthology to Children of Promise: An Anthology of African-American Fine Art and Literature for Young People. Recently, an 8-year-old girl brought it over to her mother, saying "Mama, you will love this. I know it." The child recognized the exquisite quality of the art and she'll soon discover the beauty of the poetry at her mother's side. The book is on display on the outer Castle wall. (All ages)

Trudy

Oregon's Journey
Rascal
Illus. by Louis Joss
BRIDGEWATER BOOKS, CLOTH, 15.95
Oregon's Journey is a simple yet profound story of friendship and understanding. Beautifully illustrated by Louis Joss, winner of the 1993 Bologna Book Fair's first prize in graphic design, it's a tale embracing both the American landscape and the human spirit. When Oregon the circus bear asks his dwarf clown friend Duke to escort him to the big forest, Duke readily complies. The two ex-circus performers journey across the countryside awash in brilliant watercolors depicting characters and places uniquely American. When at last they reach the forests of the Pacific Northwest, both Oregon and Duke are ready to leave their past behind and start life anew. While marketed as a picture book for the young, Oregon's Journey is a great book for children of all ages.

Trudy

News from the Children's Room

If perchance you didn't know, we've added a storytelling hour each Tuesday at 11:00am, specifically for 3, 4 and 5 year olds. It's been an intimate hour in which several stories have been requested time and time again. Some tried and true read-aloud favorites over the summer include Brave Irene by William Steig, The Big Orange Splot by Daniel Pinkwater, The Empty Pot by Demi, Cyrus the Unsinkable Sea Serpent by Bill Peet, The Gummywolf by A. Delany and Yo! Yes? by Chris Raschka.

We've enjoyed telling stories to classes of children from University Avenue Day Care, Camp Cherokee and the Meriter Children's Center. A class visit to Canterbury usually includes several stories told in the Castle and a trip to the receiving room to see where books are delivered and labeled, followed by peanut butter and jelly cracker sandwiches and milk.

We've also hosted a number of Literary Birthday Parties for up to 8 children in which stories are told in the Castle followed by lunch or birthday cake in the coffeehouse. Some parents have elected to present each small guest with a paperback book as a party favor. We love being here for you and look forward to working with you in new and imaginative ways.

Cezanne Pinto: A Memoir
Mary Stolz
KNOPF, CLOTH, 15.00
Cezanne Pinto is a fascinating story of a boy who escapes slavery and lives as a free man during uncertain times. Written as a flashback, Cezanne, now an elderly man, takes the reader on exciting journeys while learning the importance of education, family and love. This is a beautiful story about growing up and learning self-respect. I highly recommend it. (Ages ten and older.)

Nikki

Nikki Odom, a sophomore at Edgewood High School, is our summer intern.

Fall 1994 5
Upcoming Canterbury Events

Fall Author Readings

7PM SATURDAY, 10 SEPT.
BRONISLAVA VOLKeva
Bronislava Volkova will read from her Selected Poems. A professor of Slavic Languages and Czech Literature at Indiana University, Ms. Volkova has authored ten volumes of poetry.

3PM SUNDAY, 18 SEPT.
MILWAUKEE WRITERS
Two Milwaukee poets, Angela Pekenbaugh and Harvey Taylor, will be joined by fiction writers Chris Christie and Bill Embly in a display of Milwaukee literary talent.

8PM TUESDAY, 20 SEPT. - GITA MEHTA
Gita Mehta will read from her acclaimed novel of contemporary India, A River Sutra. Presented as a series of interlocking stories told by travelers to the sacred Narmada River, the novel explores the sublimity, joy and treachery of life while beautifully evoking the lush Indian landscape. Gita Mehta is the author of two previous novels, Karma Cola and Raj.

8PM THURSDAY, 22 SEPT. - LEWIS KOCH
Madison artist Lewis Koch will discuss and present slides of the large-scale photographic assemblages contained in his three books, Double Caution Totem, Surplus Koan Totem, and Slender Thread Totem.

8PM TUESDAY, 27 SEPT. - MARY ROCKCASTLE
St. Paul author Mary Rockcastle will read from her debut novel, Rainy Lake, the haunting story of a young girl’s coming of age in a seemingly idyllic New Jersey summer resort. The Vietnam War and Civil Rights movement reverberate in the background, however, and her alcoholic father grows increasingly distant, all leading to the once happy family’s unraveling.

8PM THURSDAY, 29 SEPT. - JAMES CARSE
Legendary NYU professor James Carse will read from his recently published book, Breakfast at the Victory: The Mysticism of Ordinary Experience. In this powerful spiritual memoir, Carse uses insights from Sufi, Hindu, Zen, Taoist and numerous Western sources to uncover the extraordinary meanings to be found in seemingly unremarkable daily moments.

8PM TUESDAY, 4 OCT. - IVAN DOIG
Ivan Doig will read from Heart Earth, an eloquent prequel to his classic memoir of a Montana boyhood, This House of Sky. In Heart Earth, Doig rediscovers through letters the mother who died on his sixth birthday, all the while capturing the texture of the American West during and after World War II. Ivan Doig has also authored several celebrated novels, including Dancing at Rascal Fair and Ride With Me, Mariah Montana.

8PM WEDNESDAY, 5 OCT. - NANCY WILLARD
Nancy Willard, teacher of Creative Writing at Vassar College and author of over 30 books of poetry and fiction, will read from her book of essays, Telling Time; Angels, Ancestors and Stories, as well as answer questions about the writing life.

8PM THURSDAY, 6 OCT. - ERIC LINDBLOOM
Eric Lindbloom will discuss his new book of photography, Angels at the Arno. A founding member of the Center for Photography at Woodstock, NY, Eric Lindbloom has displayed his work at the Alinari Museum in Florence, the Bibliothèque Nationale in Paris and Gallery 292 in New York.

3PM SATURDAY, 8 OCT.
CHILDREN’S BOOK CHAT: NANCY WILLARD
Nancy Willard will chat about her latest book, An Alphabet of Angels, with children and parents.

8PM TUESDAY, 11 OCT. - FRANCES HAMERSTROM
Noted Wisconsin author and naturalist Frances Hamerstrom will discuss her recently published autobiography, My Double Life: Memoirs of a Naturalist, in which she delightfully recounts how she abandoned her comfortable life as a Boston debutante to study conservation with Aldo Leopold.

8PM THURSDAY, 13 OCT. - POETRY READING
Three Lannan Literary Award recipients, Marvin Bell (author of Book of the Dead Man), Cyrus Cassells (Soul Make a Path Through Shouting), and Richard Jones (At Last We Enter Paradise) bring their Poetry Appreciation tour to Canterbury.

8PM TUESDAY, 18 OCT. - HARVEY PEKAR AND JOYCE BRABNER
Harvey Pekar, a familiar face to viewers of David Letterman, will read from Our Cancer Year with his wife, Joyce Brabner.
Upcoming Canterbury Events

7-9PM Friday, 21 Oct. - Dennis Chaptman
On Homecoming eve, Milwaukee Journal sportswriter Dennis Chaptman signs copies of his new book, On Wisconsin: The Road to the Roses.

3PM Sunday, 23 Oct. - Manette Ansay
Wisconsin native Manette Ansay will read from her debut novel, Vinegar Hill, a powerful tale set in a small Midwestern town rife with eccentric godliness and dark family secrets. Amy Tan aptly describes the novel as "a modern-day Little House on the Prairie gone mad."

8PM Monday, 24 Oct. - David Malouf
One of Australia's greatest living writers, David Malouf, will read from his acclaimed novel, Remembering Babylon. Named to the short list for Britain's Booker Prize, this rich, compelling story follows Gemmy Fairley, a young British cabin boy who is cast ashore in Australia in 1840 and taken in by aborigines. Sixteen years later he moves back into the world of newly-arrived European settlers who are both fascinated and repelled by his knowledge of the savage.

4-6PM Tuesday, 1 Nov. - Cooking Demo: Beatrice Ojakangas
Beatrice Ojakangas presents a demonstration (along with samples) of recipes contained in her Great Holiday Baking Book. Author of over a dozen cookbooks, Ms. Ojakangas works as a consultant to several food companies and writes for various food magazines.

8PM Thursday, 3 Nov. - Debra Spark
Debra Spark will read from her new novel, Coconuts for the Saint. Set in Puerto Rico, the novel gracefully explores the relationship between identity and fate. Debra Spark also edited the anthology Twenty Under Thirty: Best Stories by America's New Young Writers.

2PM Saturday, 12 Nov. - Barry Moser
American Book Award-winning artist/designer Barry Moser will chat with adults and children about his work process and philosophy of art. Illustrator of more than one hundred books for children, (including seven new titles this fall alone!), Barry Moser is known as America's premier wood engraver for such books as Alice's Adventures in Wonderland, The Wizard of Oz, and Beauty and the Beast.

Music in the Coffeehouse
A lively mix of jazz, folk and classical music is scheduled for the coffeehouse stage this fall, generally on Wednesday, Friday and Saturday evenings at 8pm. Our monthly events calendars (which are available at the front counter and are also mailed out to Canterbury Card holders), describe the individual performances. A selection of fine wines and premium beers is now included on the coffeehouse menu.

Fall Poetry Workshop
Canterbury is pleased to announce a month-long Poetry Workshop for young people of high school age led by Andrea Musher, instructor of English and Women's Studies at the University of Wisconsin-Whitewater. The workshop will meet on four Saturdays: Oct. 22, Oct. 29, Nov. 5 and Nov. 12 from 1:00 to 3:00pm. It will be followed by a poetry reading on Sunday, Nov. 13 at 4:00pm. The cost of the workshop series is $40.00. Registration is limited to 11 students.
Andrea Musher's poetry collection The Rhythm Method Poems is available for perusal at Canterbury. Her poem, "In Black Earth, Wisconsin," which appeared in the Dane County poetry anthology The Glacier Stopped Here, was recently selected by Jane Alexander, chairperson of the National Endowment for the Arts, to be included in an anthology benefiting the Women's Commission for Refugee Women and Children. Ms. Musher has served as judge of the Dane County Youth Poetry Competition since its inception eight years ago and has appeared on cable TV for the annual reading with the winners. To register, please call us at 258-9911.

"Children Reading" in the Coffeehouse Gallery
We invite you to view the work of Madison photographer Hilde Adler, who, over the years, has enthusiastically taken numerous black and white photographs of children reading. The show will run through September 25, in honor of the new school year.

Teachers of Elementary, Middle and High School
All teachers are cordially invited to participate in our Young Writers' Series on Sunday evenings at 7:00pm. To schedule a reading by your class or poetry club, simply call Canterbury at 258-9911, and ask for Trudy or Dena.

Children's Chess Club
Children's Chess Club continues to meet each Sunday from 1-3pm in the Book club Room. All children are welcome.

This schedule is by no means complete. Additional readings will be listed in our monthly events calendars and in the local newspapers.
Madison Book Fair: A Celebration of Books

Madison has long been known as a city of bibliophiles, so it seems only fitting that we publicly celebrate our civic love of the written word with an outdoor fair. The first annual Madison Book Fair will take place 9am-5pm Saturday, September 10 right off the Capitol Square on Martin Luther King Jr. Blvd. Sponsored by the Madison Area Independent Booksellers Association and the Dane County Library Service, the fair will feature displays by a variety of area bookstores, publishers and libraries. A special storytelling area will entertain children, while an array of author readings/signings is scheduled for the day. This is a downtown literary event not to be missed!

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In Memoriam

A poem by George Eliot to honor the memory of Gretchen Schoff, beloved wife, parent, friend, professor.

Gretchen was a familiar lecturer at Canterbury. She was the featured speaker at our first Teacher Resource Breakfast,* and on another occasion she spoke on the use of rivers as autobiographical symbols in works of fiction. She is the mother of Soren Schoff, a bookseller here at Canterbury. We wish her family strength in the coming months. Her inspiring presence kindled "generous ardor" in all who knew her.

O May I Join the Choir Invisible

O, may I join the choir invisible
Of those immortal dead who live again
In minds made better by their presence: live
In pulses stirred to generosity;
In deeds of daring rectitude, in scorn
For miserable aims that end with self,
In thoughts sublime that pierce the night like stars,
And with their mild persistence urge man's search
To vaster issues . . .

May I reach
That purest heaven, be to other souls
The cup of strength in some great agony,
Enkindle generous ardor, feed pure love,
Beget the smiles that have no cruelty--
Be the sweet presence of good diffused,
And in diffusion ever more intense.
So shall I join the choir invisible,
Whose music is the gladness of the world.

-George Eliot, 1867

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* A transcript of Gretchen's thoughtful lecture for teachers, "Getting Ready for September and for Life," is available at Canterbury.
ARIZONA

Blue Bird Books & Cafe
7171 E. Cave Creek Rd., #5210
Carefree, AZ 85377
602-488-2611 ✦ ✦ (C) ☑ ☑

Little Professor Book Center
T.G. & Y. Shopping Ctr.
1761-A McCulloch Blvd.
Lake Havasu City, AZ 86403
602-453-2665 ✦ ✦ (C) ☑

Arizona Book Cache
4605 W. Indian School Rd.
Phoenix, AZ 85031
602-278-1130 ✦ ✦ (C) ☑

Arizona Book Cache
3539 West Bell Rd., #1
Phoenix, AZ 85023
602-843-0638 ✦ ✦ (C) ☑

Dushoff Books Ltd.
3106 E. Camelback Rd.
Phoenix, AZ 85016
602-957-1176 ✦ ✦ (C) ☑ ☑

Hunter's Books
5033 N. Central Ave.
Phoenix, AZ 85012
602-265-7361 ✦ ✦ (C) ☑ ☑

Hunter's Books
3903 N. Scottsdale Rd.
Scottsdale, AZ 85251
602-947-7271 ✦ ✦ (C) ☑ ☑

Shakespeare Beethoven & Co.
6166 N. Scottsdale Rd.
Scottsdale, AZ 85253
602-991-9066 ✦ ✦ (C) ☑

Books, Etc.
901 S. Mill Ave.
Tempe, AZ 85281
602-967-1111 ✦ ✦ (C) ☑ ☑

Books Brothers, Ltd.
3242 East Speedway
Tucson, AZ 85716
602-326-3332 ✦ ✦ (C) ☑

The Haunted Bookshop
7211 N. Northern Ave.
Tucson, AZ 85704
602-297-4843 ✦ ✦ (C) ☑ ☑

Linda's Books
8987 E. Tanque Verde Rd.
Tucson, AZ 85751
602-749-3505 ✦ ✦ (C) ☑ ☑

Little Professor Book Center
Plaza Del Oro Shopping Ctr.
6462 N. Oracle Rd.
Tucson, AZ 85704
602-575-9446 ✦ ✦ (C) ☑

WhizKids Books & Toys
3615 N. Campbell Ave.
Tucson, AZ 85719
602-795-3729 ✦ ✦ (C) ☑ ☑
Prairie Lights  (319)337-2681
15 S. Dubuque, Iowa City 52240
buyer/mgr. Paul Ingram
Politics & Prose  (202)364-1919
5015 Connecticut Ave. NW, Washington DC 20008
Owner: Carla Cohen
Waldenbooks, Missoula  (406)549-1375
Southgate Mall, Missoula 59801

Sue Dennison, mgr.

Vicki, ass't mgr.